YMCA England & Wales
National Brand Guidelines

🏠 Contents

This guide is for everyone who works or volunteers for YMCA. Each one of us is part of YMCA, and part of creating life-changing experiences for others. We are all unique people working in unique communities, but when we work, speak and act together we can be an unstoppable force for positive change.

The guide is a resource to help us clarify and communicate our core beliefs, values and purpose, and to encourage and inspire us all. It also provides the guidance and information we need to represent YMCA visually, so that the way we look works in synergy with what we say and do to create a compelling story.

Additionally, every member of the Federation is required to meet our brand standards as one of the obligations of membership; this guide serves as the reference document to understand, follow, and meet those standards and you can read more in our **guide to national brand adoption**.

Together, we can drive a long and notable history forward in a way that is engaging, relevant and powerful.

YMCA brand standards are set and governed by the Brand Development Group, a formally constituted group of representatives from YMCAs, with the ultimate authority being the National Board of Trustees.

For queries about the national brand or using this guide, please contact: **brand@ymca.org.uk**

This is YMCA

This is YMCA

Vision

Our vision is what we, as YMCA, hope to see and bring about in England and Wales.

How to use it:

The vision statement is best used on your website or a print item where you are presenting a top-level summary of YMCA, such as an About Us page or other places which provide a full organisational profile. It is not a headline or suitable for campaign, marketing or promotional activities.

Our vision is reflected in our boilerplate. Read more about how we use the boilerplate on **page 35**.

The vision of YMCA is of an inclusive Christian movement, transforming communities so that all young people can belong, contribute and thrive

Our values

Our values guide how we think, act and communicate. They work the same way for YMCA as they do in our personal lives.

How to use them:

Our values can certainly be shown in public-facing places such as websites, but their main function is not as a display piece. They exist to help us make choices about what we should do in any situation. All our decisions, the way we behave, and the way we write and speak are guided by our conviction that we must seek out, welcome, inspire, speak out, and serve others.

How our values show up when we represent YMCA:

The way we approach and communicate our work reflects the values we hold as YMCA. We are always positive, respectful, hopeful, and intentionally inclusive of everyone whether in person, in writing, or in visual representations.

An easy way to think about this is that we should treat others as we ourselves would like to be treated.

We seek out

We never stop looking for ways to transform lives for the better.

We welcome

We respect, support, and protect without fail. Everyone is included, and everyone belongs.

We inspire

We build — and rebuild — people's confidence in their own strength, and foster conviction in everyone's potential.

We speak out

We stand up for what's right, advocate when needed, and encourage people to find the power of their own voice.

We serve others

We are committed to the wellbeing of others in mind, body, and spirit, and to fair and equitable opportunities for all.

How we communicate:

Focus on potential and acknowledge the strengths and talents of the people in our YMCAs and communities. Demonstrate how we find solutions, promote good outcomes, and recognise everyone's worth. Take every opportunity to highlight accomplishments and show people at their best.

Avoid negativity and don't focus on what people can't do, or where they may have gone wrong in the past. Instead, focus on what is happening to put things right. Show what people can do when they are given a fair chance and the right support.

We don't label people; nobody should be identified only by an issue or set of circumstances they happen to be facing. Someone may need a home, job, or training, but they are not "the homeless", "the unemployed" or "the unqualified".

Anybody who comes into contact with YMCA, either in person or through something they see or read, should come away feeling that we live out our values: we seek out, welcome, inspire, speak out and serve others. People should feel that they truly belong.

Connecting with others

Purpose headline

ENG ⇄ CYM

**Everyone should have a fair chance
to discover who they are and what they can become**

Purpose headline

Our statement of purpose speaks about the people and communities where we work, and why we do what we do as YMCA, from their point of view. It gets to the heart of what we do every day, but using words and ideas that other people can relate to.

This statement has been tested and proven meaningful to those outside YMCA as well as within. We know that when people read it, they agree with what it says and feel more strongly that our work is important and solves real issues that they understand.

How to use it:

Use it widely, repeatedly and consistently to help increase empathy, energy and high levels of understanding and support so we can reach and help more people.

Our statement of purpose is for external audiences, and should be used where people outside YMCA will see it. It can be used as a headline and is suitable for campaign, marketing and promotional purposes. It should never be altered, edited, or changed in any way.

✓ **See where we must express our purpose across a range of platforms.**

Everyone should have a fair chance to discover who they are and what they can become

YMCA | Here for young people / Here for communities / Here for you

YMCA BRVND PURPOSE ✓

@YMCA_BRVND

Everyone should have a fair chance to discover who they are and what they can become.

Purpose statement

ENG ⇄ CYM

YMCA believes in fairness and opportunity. There are essential building blocks for a full and rewarding life: a safe home; acceptance; guidance; friendship; physical and mental health; academic support; employment skills; and access to real opportunities. Many young people have never known these things; other people have lost one or more as they grew up, but we all need them. All of us. At YMCA, we provide these critical foundations for a fresh, strong start for young people and a better quality of life in the community.

Purpose statement

The statement of purpose helps us engage external audiences. We know from testing that people feel it shows us as relevant, unique and positive in a way that is clear and believable, and it significantly increases people's intention to donate or support us in other ways.

How to use it:

The entire statement should appear at least once on your website, such as on your About Us page. It builds and deepens the meaning of the headline. It can also be used in its entirety on other substantial items such as a strategic plan, annual report or impact summary. When reproducing the whole paragraph, do not edit or alter it. It has been approved by the whole Federation.

This paragraph has many additional uses. Use it as a source of ideas, words and phrases for other public-facing items — such as social media posts, headlines, YMCA clothing, posters to presentations, and more. In these cases, you don't need to use the whole paragraph — just take the phrases and ideas that work for that particular use.

✓ **See where we must express our purpose across a range of platforms.**

About YMCA

YMCA believes in fairness and opportunity. There are essential building blocks for a full and rewarding life: a safe home; acceptance; guidance; friendship; physical and mental health; academic support; employment skills; and access to real opportunities. Many young people have never known these things; other people have lost one or more as they grew up, but we all need them. All of us. At YMCA, we provide these critical foundations for a fresh, strong start for young people and a better quality of life in the community.

VOLUNTEER WITH US

for a better quality of life in the community

MAKE YOUR VOICE HEARD!

Speak up for fairness and opportunity

Providing the critical foundations for a fresh, strong start

Work areas

ENG ⇄ CYM

Family & Youth Work

Creating positive outcomes with children and young people in their communities, and support for families with nursery, day care, holiday and year-round programmes.

Health & Wellbeing

Gyms, sport and recreation for fitness, and community hubs for classes, social connection and collaborations.

Housing

Providing a home and personalised support services for a fresh start in life.

Support & Advice

A safe place to talk and get help through guided groups, mentoring, counselling, and mental health services.

Training & Education

Opportunities to gain qualifications, skills and employment.

Work areas

Our five work areas, along with their definitions, quickly communicate how YMCA works through the programmes and services we offer. They outline the specific areas where we report our measurable impact to funders, government and the general public. We know that when people learn about all that we do they want to support us, so the work areas are crucial elements for us to use in communications about YMCA.

Use them to increase support and reach more people, and we must find ways to show and talk about our work areas. Include them on your website, but also look for other opportunities to share them.

It's important to show the work areas with the definitions as written. These have been voted on by the Federation.

Each work area has a corresponding colour scheme which can be found on **page 22**.

✔ **See where we must express our purpose across a range of platforms.**

Health & Wellbeing

Gyms, sport and recreation for fitness, and community hubs for classes, social connection and collaborations

YMCA
Here for young people
Here for communities
Here for you

Family & Youth Work

Creating positive outcomes with children and young people in their communities, and support for families with nursery, day care, holiday and year-round programmes

YMCA
Here for young people
Here for communities
Here for you

Support & Advice

A safe place to talk and get help through guided groups, mentoring, counselling, and mental health services

Expanding the work area definitions

When we talk about our programmes and services, it is important to focus on outcomes and how people benefit in a positive tone — that is what people identify with and is what will bring them to us, either as participants or supporters.

This page shows some sample language you can use to fill out the descriptions of our work areas. The language is based upon research and input from people in YMCA with specific expertise. Together with our statement of purpose, the work areas help engage and connect people outside YMCA with the people and work inside YMCA.

Family & Youth Work

We offer young people safe spaces to explore who they are, make good decisions, increase their self-esteem, develop interpersonal skills and build emotional resilience — giving them the confidence and skills they need to live, learn, work and achieve. We help whole families to flourish. We have safe and trusted Early Years care and developmental activities, family support and mediation help when difficult issues arise at home or school, summer and school holiday camps, and activities that are just plain fun for everyone.

Health & Wellbeing

Wellbeing is the crucial foundation that enables people to develop in all areas of their lives. Fitness and exercise are part of that, but so too are having a place to belong; opportunities to be included in a community by socialising with friends or volunteering to help others; being able to get outdoors and have contact with nature; learning new skills; having meaningful work; and being able to see achievable opportunities for the future. At YMCA, our approach is always to support wellness by supporting the whole person.

Housing

We provide safe, affordable places to live that feel like home and focus on community spirit and togetherness. Our approach to support is based on strengths, and our residents are always at the centre of their own support plans. The support they receive reflects their aspirations to access education, training, employment and volunteering, their future housing needs, and addresses any physical and mental wellbeing needs. Our aim is to empower residents to gain the tools and skills that enable stability, independent living, promising futures, and connection to their communities.

Training & Education

We break down barriers to educational success and employment opportunities so that people can fulfil their potential and gain meaningful employment. Some YMCAs provide education and training themselves; others work with local partners and support people into those programmes. We help with CV writing, interview skills, self-confidence and motivation, and connect people to local companies for apprenticeship and employment opportunities. Our goal is to see people thrive as they contribute to the community where they live and work.

Support & Advice

Sometimes the offer of a listening ear can be the first step to overcoming a crisis, or to prevent a crisis from occurring in the first place. Sometimes people have experienced real trauma and have nowhere left to turn, and sometimes they just need some guidance to think an issue through and make a good decision. Whatever the situation, everybody should have somebody who supports them when needed, so we provide qualified guidance to help people build — or rebuild — their belief in themselves and a bright future.

YMCA

Here for young people
Here for communities
Here for you

Purpose logo

ENG ⇄ CYM

Our logo stands for YMCA and everything we represent. That means everything to do with who we are, what we do, and why we do it. As such, it should appear on almost everything that signifies our presence.

The three-line word stack next to it quickly communicates the essence of what we do, using words that research has shown create a strong positive response. While the name 'YMCA' is well-known, what we do is not. By joining what is less well-known to what *is* well-known in a quick visual format, we can change people's understanding of YMCA and build support.

✓ **See where we must express our purpose across a range of platforms.**

Young people, community, and the individual

We always seek to connect people of any age to their community, because we all need somewhere to belong.

A community will not do well if its young people are not doing well, and young people will not do well if their community is not doing well. Everyone is needed.

While the very large majority of those participating in our programmes are young, nobody exists in a vacuum or does well when isolated. We work with young people, but also with families, teachers, local authorities, other service providers, potential employers, business partners and neighbours. In some of our programmes, all the participants are children; in others, all are adults, whether young or not so young. And sometimes, all generations are together in our shared spaces.

This is how a community works, and we strive to help individuals find their place and realise their potential within it. This is why we are here for young people, here for community, and here for you. For the common good.

YMCA

Yma i bobl ifanc
Yma i gymunedau
Yma i chi

Dylai pawb gael cyfle teg i ddarganfod pwy ydyw a beth all fod

Mae YMCA yn credu mewn tegwch a chyfle. Mae blociau adeiladu hanfodol ar gyfer bywyd llawn a buddiol: cartref diogel; derbyniad; arweiniad; cyfeillgarwch; iechyd corfforol ac iechyd meddwl; cymorth academaidd; sgiliau cyflogaeth; a mynediad at gyfleoedd go iawn. Mae llawer o bobl ifanc heb gael y pethau hyn erioed; mae pobl eraill wedi colli un neu fwy wrth iddynt dyfu i fyny, ond mae eu hangen arnom ni i gyd. Pawb ohonom. Yn YMCA, rydym ni'n cynnig y sylfeini hollbwysig hyn ar gyfer dechrau newydd, cadarn i bobl ifanc ac ansawdd bywyd gwell yn y gymuned.

Cymraeg
(Welsh)

Gwaith Teuluol ac Leuenctid

Creu canlyniadau cadarnhaol gyda phlant a phobl ifanc yn eu cymunedau, a chymorth i deuluoedd gyda rhaglenni meithrin, gofal dydd, gwyliau a gydol y flwyddyn.

Iechyd a Llesiant

Campfeydd, chwaraeon a gweithgareddau hamdden ar gyfer ffitrwydd, a hybiau cymunedol ar gyfer dosbarthiadau, cysylltiad cymdeithasol a threfniadau cydweithredu.

Tai

Darparu cartref a gwasanaethau cymorth wedi'u personoli ar gyfer dechrau newydd mewn bywyd.

Cymorth a Chyngor

Lle diogel i siarad a chael cymorth trwy grwpiau dan gyfarwyddyd, mentora, cwnsela a gwasanaethau iechyd meddwl.

Addysg a Hyfforddiant

Cyfleoedd i gael cymwysterau, sgiliau a chyflogaeth.

Visual standards

⬇ = download

1 | **Logo**

YMCA | **Here for young people**
Here for communities
Here for you

⤓ **YMCA purpose logo**

**The purpose logo must appear boldly
in all the following applications:**

– Social media header image

– Website and intranet header

– Email footers

- AV displays, screens and video title cards

– Posters, flyers and leaflets

– Publications and report covers

– Press releases and statements

– Roller banners and exhibition display items

– Uniforms, clothing and branded merchandise

– Letterheads, envelopes and compliment slips

– Business cards

– Signage, interior decoration and livery

YMCA

⤓ **YMCA standard logo**

**The standard logo may be used in these
situations if the purpose logo is impractical
for size or cost reasons:**

– Social media feed and profile photo

– Uniforms, clothing and branded merchandise

– Signage, interior decoration and livery

The standard logo must be used for partner
endorsement.

1.1

YMCA purpose logo ⬇

Our purpose logo should be used primarily in all the applications listed on **page 18**.

The three lines should not be altered either in content or order. They are not arranged in order of importance, but simply as one, complete idea. Locking the three lines together reinforces that at YMCA, we stand for the interconnectedness of all individuals, young people and community, both as a place and as an ideal. And we will be here for them. Always.

The preferred format displays three lines of text to the right. The smallest size at which it may appear is 65mm or 245 pixels in width.

Where appropriate, a version of the purpose logo with the lines of text below may be used instead. The smallest size at which it may appear is 30mm or 112 pixels in width.

Always leave clear space around the purpose logo, at least the size of the gap between the legs of the 'A'.

The purpose logo should only be shown in YMCA core grey or white.

Always use the original artwork and never edit or add additional text, images of graphics.

YMCA
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you

YMCA
65 mm
245 px
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you

YMCA
Here for young people
Here for communities
Here for you
30 mm
112 px

1.2

YMCA standard logo ⬇

The standard YMCA logo may be used on applications with limited space such as social media feeds and cover photos; branded merchandise; and signage, interior decoration and livery.

The standard logo can be titled 30° to appear on a slant, or 90° to appear vertically. When tilting vertically, the 'Y' must appear at the bottom.

Leave clear space around the logo, at least the size of the gap between the legs of the 'A'.

The smallest size at which it may appear is 20mm or 75 pixels in width.

The standard logo should only be shown in YMCA core grey, white or the multicolour version.

Always use the original artwork and never edit or add additional text, images of graphics.
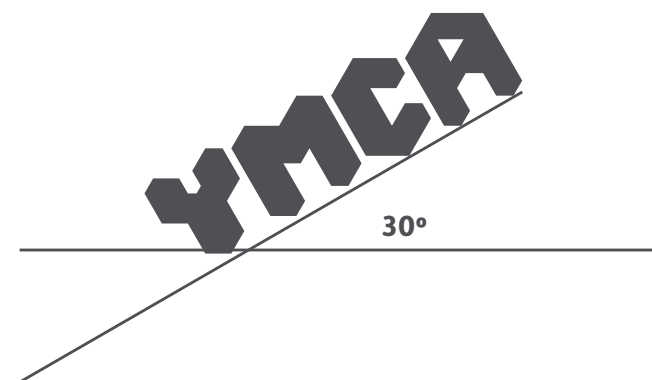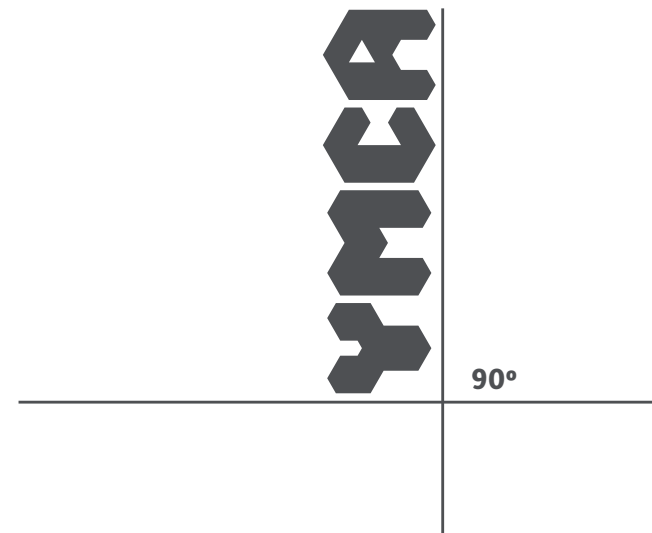
1.3

Partner endorsement

YMCA often works with partner organisations and it is important that the contribution of each party be recognised and explained clearly. We use the standard YMCA logo when working with partners. Please note the previous partner mark is no longer applicable.

YMCA-led materials
When displaying logos for partners in communications led by YMCA, a short descriptor text should appear alongside it, separated using a thin keyline below or above. The text should include the name of the YMCA and succinctly describe the relationship. Where possible, use the partner's logo in black or white versions.

Partner-led materials
When displaying YMCA in communications led by partners, the standard YMCA logo should be used and shown in YMCA core grey or white.

YMCA-led materials

YMCA ENGLAND & WALES
Would like to thank the following for their support:

Department for Digital, Culture, Media & Sport

W
Garfield Weston
FOUNDATION

Partner-led materials

TITLE PARTNER   GOLD CHARITY PARTNERS

SIDLEY   CANCER RESEARCH UK   London's Air Ambulance Charity   MACMILLAN CANCER SUPPORT   Guideposts   YMCA   Wooden Spoon Chilterns

2 | **Colour**

Colour plays a major role in the brand identity and should be used to engage key audiences across a wide range of applications. YMCA uses a bright colour palette to express its positive and hopeful personality.

2.1

Work areas

To differentiate YMCA's wide range of activities, there are colour schemes for each work area. Using consistent colours for each also helps us present a cohesive appearance, making our programmes easy to recognise wherever they appear

When focusing on a single work area, we must use the appropriate designated colour palette.

There is a primary colour which must always be visible. The primary colour can be used in combination with any of the corresponding secondary colours.

The primary colour must be applied at 100% fill. The same primary colour may be used secondarily as a tint ranging from 100% to 50% fill.

Take care to ensure that there is sufficient contrast to make text or logos easily legible.

See **page 25** for full colour specifications.

Primary colour

Secondary colours
(choose as appropriate)

Work area	Primary colour		Secondary colours		
Family & Youth Work	(orange)	+	(magenta)	(dark grey)	(white)
Health & Wellbeing	(green)	+	(dark blue)	(dark grey)	(white)
Housing	(light blue)	+	(brown)	(dark grey)	(white)
Training & Education	(teal)	+	(purple)	(dark grey)	(white)
Support & Advice	(yellow)	+	(red)	(dark grey)	(white)

Tints	100%	+	90%	80%	70%	60%	50%

More than 130
nurseries, pre-schools, crèches
and children's centres

2.2

General YMCA

YMCA core grey is the main colour for YMCA as a whole. It provides contrast to the brighter colours for each work area, formality when used in a legal and corporate setting, and clarity for wayfinding signage.

Where we have a focus on YMCA as a whole or not a particular work area, YMCA core grey should be used as the predominant colour along with any single colour or combination from the brand colour palette.

Take care to ensure that there is sufficient contrast to make text or logos easily legible.

See **page 25** for full colour specifications.

General YMCA

2.3

Colour specifications

Always refer to the indexed colour values.
For digital communications, use either
the RGB or HEX codes.

For print collateral, CMYK and
Pantone™ are required mostly
for signage or interior branding.

C = coated stock
U = uncoated stock

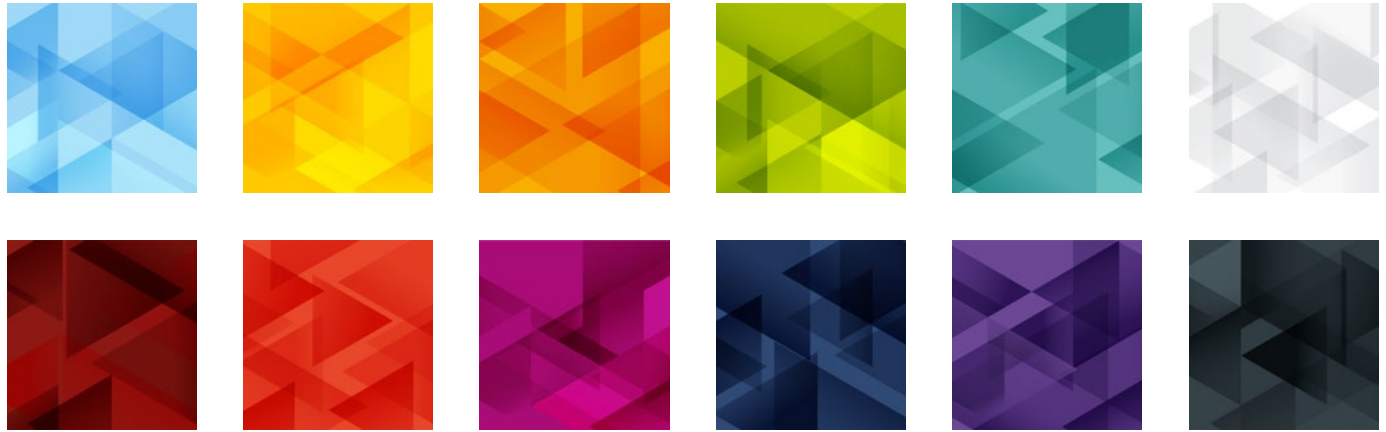| Digital	Print	Paint	Digital	Print	Paint
RGB 155 211 242	**CMYK (C)** 50 0 5 0	**PANTONE™** 310 C | 2905 U	**RGB** 129 195 175	**CMYK (C)** 30 0 20 0	**PANTONE™** 333 C | 3248 U
HEX #9BD3F2	**CMYK (U)** 40 0 0 0		**HEX** #81C3AF	**CMYK (U)** 60 0 30 0	
RGB 128 66 54	**CMYK (C)** 60 80 100 0	**PANTONE™** 490 C | 490 U	**RGB** 108 72 145	**CMYK (C)** 70 100 0 20	**PANTONE™** 520 C | 2617 U
HEX #804236	**CMYK (U)** 30 100 100 30		**HEX** #6C4891	**CMYK (U)** 70 80 0 0	
RGB 237 140 1	**CMYK (C)** 0 50 100 0	**PANTONE™** 151 C | 1375 U	**RGB** 247 191 31	**CMYK (C)** 0 20 100 0	**PANTONE™** 116 C | 115 U
HEX #ED8C01	**CMYK (U)** 0 35 100 0		**HEX** #F7BF1F	**CMYK (U)** 0 20 100 0	
RGB 175 18 109	**CMYK (C)** 40 100 0 20	**PANTONE™** 2415 C | 248 U	**RGB** 225 51 22	**CMYK (C)** 0 88 77 0	**PANTONE™** 1788 C | 485 U
HEX #AF126D	**CMYK (U)** 30 100 0 10		**HEX** #E13316	**CMYK (U)** 0 90 100 0	
RGB 181 203 82	**CMYK (C)** 60 0 100 0	**PANTONE™** 375 C | 381 U	**RGB** 77 79 83	**CMYK (C)** 25 0 0 80	**PANTONE™** COOL GREY 11 C | U
HEX #B5CB52	**CMYK (U)** 35 0 100 0		**HEX** #4D4F53	**CMYK (U)** 30 0 0 85	
RGB 0 81 122	**CMYK (C)** 100 21 28 78	**PANTONE™** 548 C | 302 U			
HEX #00517A	**CMYK (U)** 90 70 30 15				

2.4

YMCA colour patterns

A range of richly colourful patterns can be created to add vibrancy.

Choose the correct colour for the work area. For general YMCA materials, the multicolour, core YMCA grey or white options may be used.

Always use the original artwork. These can be cropped and positioned at any angle; however, always maintain the original aspect ratio so that the pattern is not stretched or distorted.

Take care to ensure that there is sufficient contrast to make text or logos easily legible.

YMCA | Here for young people
Here for communities
Here for you

**Everyone should have
a fair chance to discover who they
are and what they can become**

3 | **Font**

Typography is a key part of our visual identity which, when used consistently, helps to consolidate our look and feel across various platforms and channels.

3.1

Primary

The main font for all YMCA communications is FS ME. It can be used in the styles illustrated. To use this font, please contact: **brand@ymca.org.uk**

3.2

Secondary

When FS Me is not available, for example in emails or on devices in which FS Me is not installed, our secondary font is:

VERDANA

The Verdana font is universally available.

FS ME LIGHT

FS ME REGULAR

FS ME ITALIC

FS ME BOLD

FS ME HEAVY

4 | **Imagery**

All images we use should reflect our vision, values and purpose, and best reflect what we are trying to communicate. Ask yourself:

– **Is it empowering?** We always preserve the dignity of our subjects.

– **Is it genuine?** Avoiding staged emotion and stereotypes.

– **Is it respectful?** We do not perpetuate or reinforce negative stereotypes.

– **Is it considered?** Will it really achieve your desired reaction?

4.1

Photography

Photography is a powerful medium to clearly reflect our people, those we serve and our values. The images we choose should be natural and genuine, and must represent all people across age, gender, disability, ethnicity, and religion or belief.

Individual
We are not limited to a single composition style with our portrait photography. You may select the image style that is best suited to your item of communication.

Groups
There are no restrictions on the number of people in an image. However, it is important to retain a focus on the individuals involved without appearing staged.

Conceptual
Conceptual imagery tells an impactful story without necessarily showing a person or face. However, it should always be rooted in reality, telling a human story.

Individual

Group

Conceptual

4.2

Illustrations and icons

Illustrations and icons can be a simple and effective way to quickly communicate information and ideas. They should be clear and consistent in style throughout.

In communications for a particular work area or YMCA in general, use the corresponding colour palette.

🎨 **Always use the illustrations provided on the Brand Centre or vector art libraries. Never use clip art.**
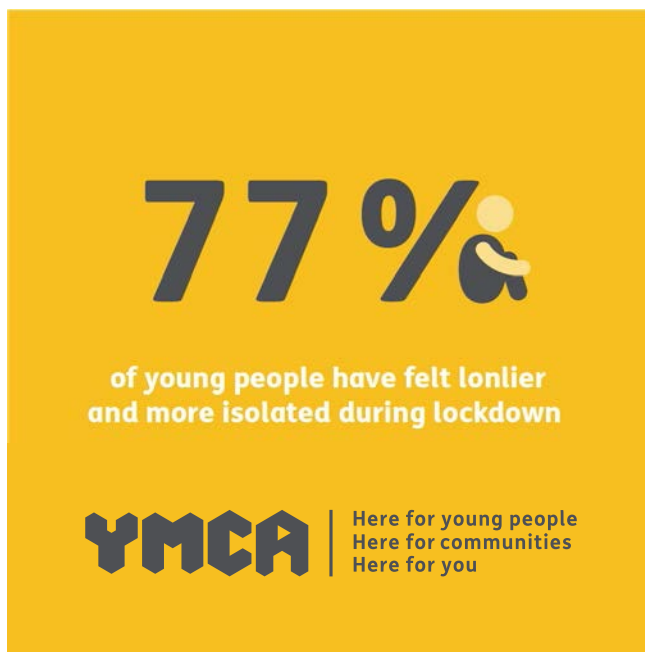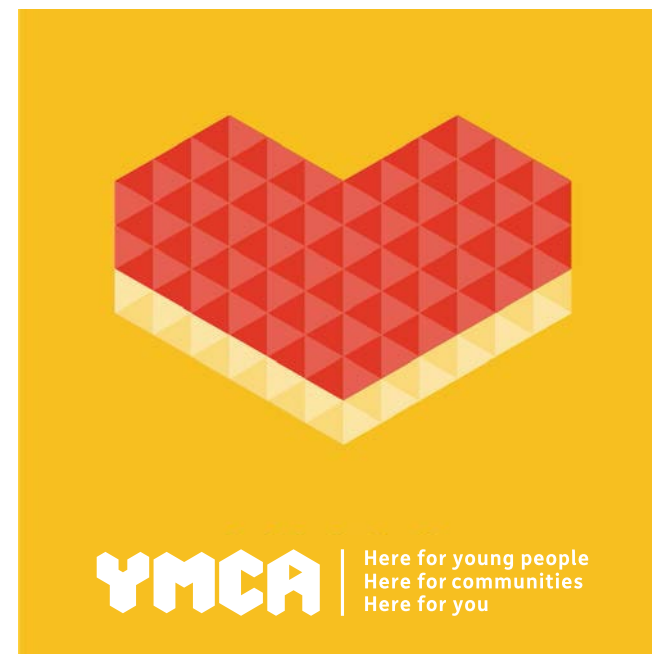
5 | **Layouts**

The triangle symbolising YMCA's values of body, mind and spirit has been brought to life in our brand materials to create distinctive layouts and graphic elements.

◁ ▷ ▽ △

5.1

The grid ⬇

YMCA's grid is a tool which enables us to create distinctive layouts and shapes.

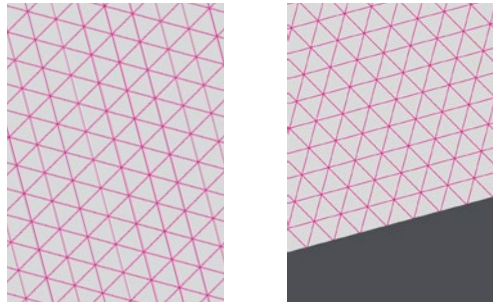Use the grid at 15° or 30° to create dynamic designs for your communications materials.

In communications for a particular work area or YMCA in general, shapes should be filled with the correct colour palette or YMCA colour pattern.

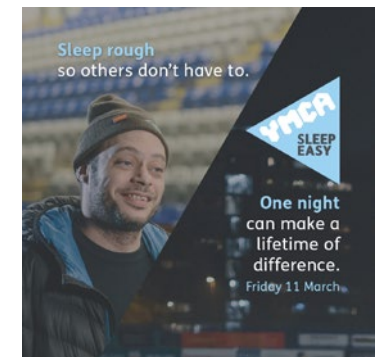The grid can also be used to divide multiple images in a single frame.

Isometric grid (30°)
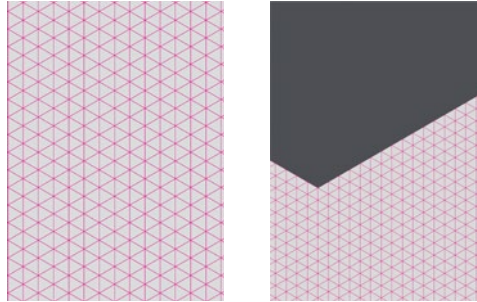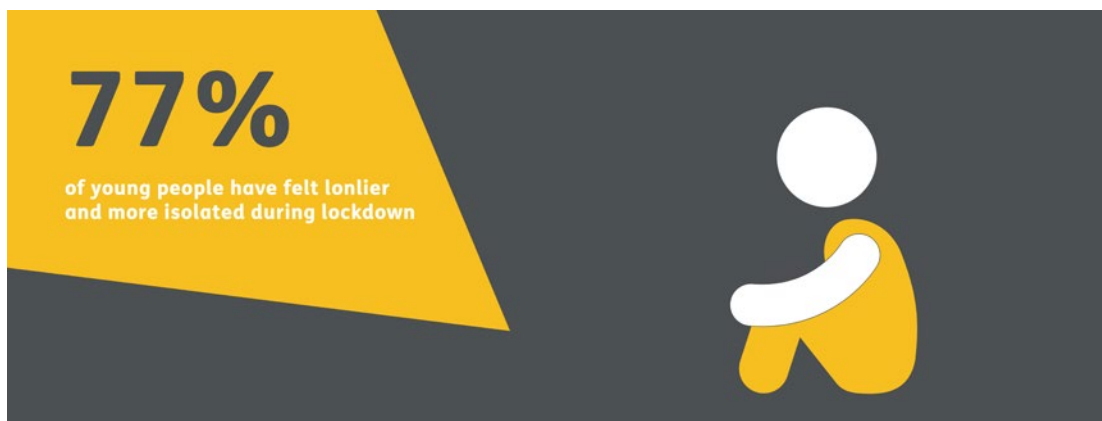

Isometric grid (15°)

Dividing frames

5.2

Triangle point ⬇

The triangle point can be used to contain information or draw attention to important headings and titles or content.

The triangle point can adopt any angle through 360° and should always be positioned with one of the sides bleeding off the frame.

In communications for a particular work area or YMCA in general, the triangle point should be filled with the correct colour palette or YMCA colour pattern.

Feeling lonely?

Find a safe place to talk

77%

of young people have felt lonlier and more isolated during lockdown

A safe place to talk

Get help through guided groups, mentoring, counselling, and mental health services

6 | **Boilerplate**

A special boilerplate has been created to be used on many of YMCA's brand communications. It has been created to demonstrate the core focus of the YMCA Federation, delivering our national vision, values and areas of work. The boilerplate is not intended to replace the mission or values held by individual YMCAs. These can continue to be used, provided that they do not conflict with the content of the national boilerplate.
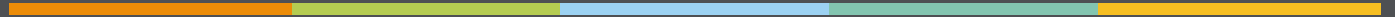
6.1

Boilerplate ⬇ (ENG / CYM)

YMCA's boilerplate contains messaging about our core focus as a Federation. The boilerplate should appear on:

– Letterheads and compliment slips

– Website home page

– Annual reports/reviews

– Corporate documents which provide an overview of services and/or activities

– Exhibition displays and roller banners

There is a standard and compact version of the boilerplate in full colour, grey and white. Choose the size and colour most appropriate.

Only the original boilerplate artwork may be used and never edited or recreated.

6.2

Colour strip ⬇

The five primary colours from each work area shown in the boilerplate can also be used in general YMCA communications as thin strip for decorative purposes such as page and photos borders.

Standard

YMCA | Here for young people
Here for communities
Here for you

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

| FAMILY & YOUTH WORK | HEALTH & WELLBEING | HOUSING | TRAINING & EDUCATION | SUPPORT & ADVICE |

Compact

YMCA | Here for young people
Here for communities
Here for you

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

| FAMILY & YOUTH WORK |
| HEALTH & WELLBEING |
| HOUSING |
| TRAINING & EDUCATION |
| SUPPORT & ADVICE |

Colour strip

YMCA ENGLAND & WALES

Forename Surname
Job title

T   12345678910
M   12345678910
E   forename.surname@ymca.org.uk

First line adddress, Second line address, Town/City, Postcode

ymca.org.uk   Registered charity no.

YMCA ENGLAND & WALES

Everyone should have a fair chance to discover who they are and what they can become

About YMCA

YMCA believes in fairness and opportunity. There are essential building blocks for a full and rewarding life: a safe home; acceptance; guidance; friendship; physical and mental health; academic support; employment skills; and access to real opportunities. Many young people have never known these things; other people have lost one or more as they grew up, but we all need them. All of us. At YMCA, we provide these critical foundations for a fresh, strong start for young people and a better quality of life in the community.

London Office
10–11 Charterhouse Square
London EC1M 6EH

020 7186 9500
enquiries@ymca.org.uk
ymca.org.uk

Patron:
Her Majesty the Queen
President:
The Right Reverend
and the Right Honourable
the Lord Sentamu

Our Vision

The vision of YMCA is of an inclusive Christian movement, transforming communities so that all young people can belong, contribute and thrive.

Our Values

We seek out.
We never stop looking for opportunities to change a life for the better.

We welcome.
We respect, value, support, and protect without fail. Everyone is included, and everyone should feel that they belong.

We inspire.
We build and rebuild people's confidence in their own strength, and foster conviction in everyone's potential.

We speak out.
We stand up for young people, speak out on issues that affect their lives, and help them to find confidence in their own voice.

We serve others
We are committed to the wellbeing of the communities we serve and believe in the positive benefit of participation, locally and in the wider world.

National Council of Young Men's Christian Associations (Incorporated). Charity no. 212810
Registered office: 10–11 Charterhouse Square, London EC1M 6EH. A limited company registered in London no. 73749

YMCA | Here for young people Here for communities Here for you   YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

| FAMILY & YOUTH WORK | HEALTH & WELLBEING | HOUSING | TRAINING & EDUCATION | SUPPORT & ADVICE |

7 | **Displaying a YMCA's name**

We use a systematic approach to allow individual YMCAs to display their names clearly and confidently while remaining consistent throughout the Federation. The word 'YMCA' always appears first in the name. This helps us to be immediately and clearly recognised by everyone.

Choosing a name

A YMCA name should have a geographic basis, upholding its status as a local charity, serving a local community, and providing consistency across England and Wales.

There is some flexibility. The name might be:

– bound to a specific town or county; such as YMCA Newcastle or YMCA Norfolk.

– bound to a named and recognised geographic area of the country that is not a town or a county, such as YMCA Fylde Coast.

– bound to a distinctive and recognised geographic reference. This is particularly pertinent to Group YMCA names which tend to pull in a larger area, sometimes crossing established county, sub-regional and regional boundaries. Examples would include YMCA Black Country Group or YMCA St Paul's Group.

Where a member YMCA is considering a substantive name change or one that potentially represents a departure from a geographically-based name, the proposed new name must be submitted to the Brand Development Group (BDG) for consideration in advance of any new name being officially adopted. The BDG has the right to consider whether the proposed name falls within the brand guidelines to ensure cohesion in the implementation of the naming rules, and to avoid any potential difficulty or implication for the wider Federation.

If a YMCA has a reason why a name that is geographically based is not possible, that reason should form part of their submission to the BDG. Possible reasons for a departure from this policy might include the desire to include the name of a benefactor or individual closely associated with a particular area, or a geographic name being too close to that of another existing YMCA or other organisation in the area.

Alternate names suggestion should never include the following:

X Acronyms
(such as YMCA BCG, YMCA TGG or YMCA NS)

X Conceptual names
(such as YMCA Inspire or YMCA Transformation)

X Abstract names
(such as YMCA Kizerian or YMCA Cubitt)

X Names that lack serious meaning
(such as YMCA Sparkle or YMCA Fun)

7.1

Format

Primary text

Name of the local, regional or group of YMCAs or facilities should appear on top with a thin line underneath. 'YMCA' is in bold.

Secondary text

An optional short factual description or geographical location(s) may appear below. If the local YMCA or facility is not part of a larger region or group, the secondary line of text is not required. This also applies if the facility is disassociated from YMCA.

Descriptor text for local YMCAs which form part of a broader regional group should read: "Part of YMCA _____"

Descriptor text for a facility should accurately explain YMCA's involvement, generally reading: "Run by YMCA _____"

Do not write activity, work area names, partner brands, straplines or slogans.

7.2

Layout

A YMCA's individual name can be included wherever appropriate, but spaced out separately from YMCA's purpose logo. Never squash the two together.
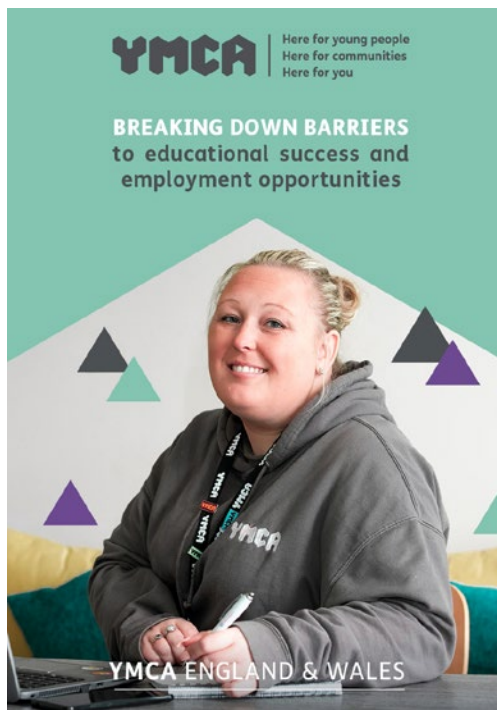
Primary text

YMCA NAME HERE

LOCATION | LOCATION | LOCATION

A thin keyline underlines the primary level text and separates it from the secondary level below.

Secondary text

7.3

Specifications

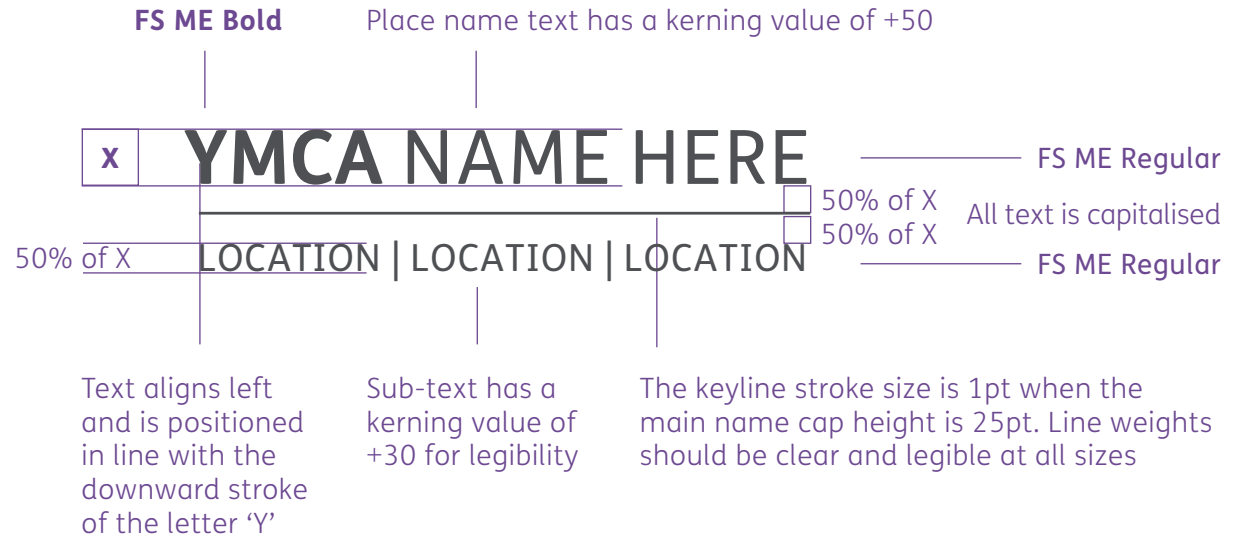Local, regional and group names are formatted using these technical specifications.

Names are shown over a single or multiple lines. The smallest font size at which it can appear as is 11.5pt. Names are only displayed in YMCA core grey or white.

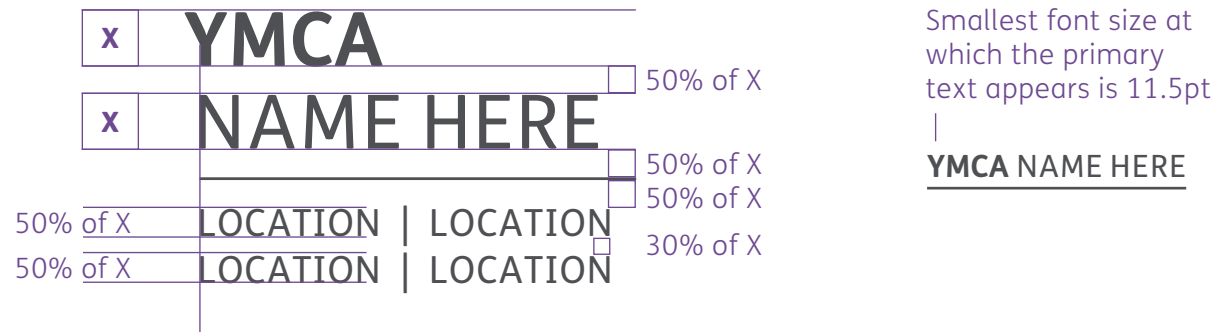Do not change any of the relationships for each of the specifications.

Always use the original artwork on the Brand Centre and never edit or add additional text, images of graphics.

X = 100%

Single line

FS ME Bold

Place name text has a kerning value of +50

| X | **YMCA** NAME HERE |

FS ME Regular

50% of X

50% of X

All text is capitalised

50% of X   LOCATION | LOCATION | LOCATION

FS ME Regular

Text aligns left and is positioned in line with the downward stroke of the letter 'Y'

Sub-text has a kerning value of +30 for legibility

The keyline stroke size is 1pt when the main name cap height is 25pt. Line weights should be clear and legible at all sizes

Multi-line

| X | **YMCA** |

50% of X

| X | NAME HERE |

50% of X
50% of X

50% of X   LOCATION | LOCATION

30% of X

50% of X   LOCATION | LOCATION

Smallest font size at which the primary text appears is 11.5pt

YMCA NAME HERE

8 | **Programme
and activity graphics**

We use a simple format to display our range of programmes and activities such as clubs, cafés, events or facilities. This consists of an icon that represents the service being provided which can be used to link all associated components such as uniforms, marketing materials, environmental branding and merchandise.

Graphics designed in this way can help audiences to distinguish one programme or activity from another, while maintaining consistency.

8.1

Format

Title
Written all in capitals using font FS ME regular. Certain parts of the title can be emphasised using FS ME bold.
The title should only appear in either YMCA core grey or white.

Descriptor
A line of descriptive text can be incorporated to add clarity, written in font FS ME regular in either sentence case or all capitals, and should only appear in the same colour as the title.

Keyline
A thin line is always used beneath the title in the same colour as the title.

Icon and back panel
A simple graphic encased within a square with rounded edges. If your icon fits with the examples shown, then you're on the right track.

ACTIVITY NAME — Title

A short line of descriptive text

Icon and back panel   **Descriptor**   **Keyline**

KEY COLLEGE
PART OF **YMCA** DERBYSHIRE

YGYM
Your friendly,
community gym

EVOLVE
PART OF **YMCA** BRIGHTON

YMCA YAC
Advice and support for young
people aged 13-25

PARKSIDE
PRE-SCHOOL
PART OF **YMCA** READING

YMCA
PARKSIDE CAFÉ
PART OF **YMCA** READING

8.2

Colour

Work areas

Graphics for programmes and activities which correspond with YMCA's five work areas should use the appropriate colour scheme. See **page 23**.

Additional

For programmes and activities which do not fit neatly into YMCA's five work areas, or those which must be distinguished for a particular reason, an additional colour palette can be used instead.

Colours from this additional palette my be used in any combination to theme the icon and all associated components such as uniforms, marketing materials, environmental branding and merchandise.

The purpose logo must only be shown in YMCA core grey or white.
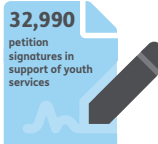
Take care to ensure that there is sufficient contrast to make text or logos easily legible.

See **page 25** for full colour specifications.

Additional

How YMCA influenced

14 Youth Ambassadors recruited and undertaking training

12 references to YMCA work in parliament

19.1M people reached by YMCA's national campaign

32,990 petition signatures in support of youth services

1,535 young people involved in our policy and research work

1,198 press articles generated by YMCA England & Wales reaching a total audience of 230M

4 research reports and 3 national campaigns undertaken

The role of YMCA England & Wales in relation to support, represent and develop is delivered across the following service lines, and to the extent that the resources available provide for capacity:

Uphold membership standards
To oversee and monitor the implementation of the Membership Agreement to deliver a common approach to standards across the YMCA Federation.

Assurance, risk and compliance
To deliver a high level of confidence across the Federation in relation to agreed compliance levels being achieved and identifying potential areas of concern.

Intervention and support
To ensure potential risks are mitigated through intervention and support.

Policy, research and advocacy
To effect positive change on key policy areas impacting upon the work that matters most to the YMCA Federation and our beneficiaries.

Press, campaigns, brand and communications:
To promote the work of YMCA, its positive impact upon the lives of our beneficiaries, and ensuring a high level recognition of YMCA's brand.

Faith
To ensure the Federation has the resources, thinking and strategy to hold its Christian identity and apply that in the 21st century; enabling the Federation to deepen bonds of unity; and for faith to find its place in our local, regional, and national identity.

Heritage
As the stewards of YMCA's heritage, to protect, enhance and enrich our history.

Strategy and growth
To facilitate and promote strategies within the YMCA movement that provide for growth, innovation and collaboration across the Federation.

Impact measurement
To establish a number of coherent key impact measurement indicators across the main work areas to show the overall impact of YMCA work throughout England and Wales.

International, democracy and engagement
To represent YMCAs across England and Wales on the international stage, and to facilitate opportunities for all member YMCAs to engage and contribute to the future direction of the Federation.

Financial sustainability
There are four components to financial sustainability covering pensions management; fundraising, including business development; retail; and value for money

8.3

Layout

Programme and activity graphics must appear with the purpose logo when shown on the applications listed on **page 18**. Ensure there is sufficient space between the graphic and logo. Never squash the two together.

The icon can be used in isolation from the text as a standalone graphic with or without the back panel on all associated components such as uniforms, marketing materials, environmental branding and merchandise.

The text may also be shown independently from the icon to function in the same way as displaying a YMCA's name as outlined on **page 37**.

8.4

Specifications

Graphics for programmes and activities are designed using these technical specifications. Do not change any of the relationships for each of the specifications.

The title and descriptor can appear over a single line or multiple.

The preferred position for text is to the right of the icon, with the text aligned to the left.

Where the position of the text is more appropriate to the left of the icon, align the text to the right.

The text can also be positioned below the icon with both the text and icon aligned either side.

The smallest font size at which the activity name text appears is 11.5pt.

Single line

Title has a kerning value of +50, all in capitals and FS ME Regular / **FS ME bold**

X = 100%

ACTIVITY NAME

X

50% of X
50% of X
50% of X

A short line of descriptive text

50% of X

Keyline stroke size is 1pt when the main name cap height is 28pt. Line weights should be clear and legible at all sizes.

Text aligns left and is positioned in line

Descriptor has a kerning value of +30 for legibility, in FS ME Regular

Multi-line

50% of X

ACTIVITY NAME

X

X

50% of X

50% of X
50% of X

A short line of descriptive descriptive text

50% of X
30% of X
50% of X
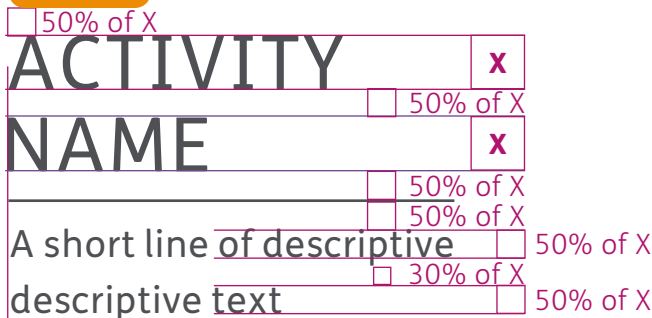
Smallest font size at which the main name text appears is 11.5pt

ACTIVITY NAME

Right aligned

ACTIVITY NAME

A short line of descriptive text

ACTIVITY NAME

A short line of descriptive descriptive text

9 | **Signage and decoration**

YMCA signage and decoration is designed to present a unified and consistent appearance across our communities in England and Wales, communicate our brand to the public, and add quality to the experience people have at our sites.

9.1

On-site signage

Logos and displaying names
A large standard YMCA logo displayed
on the outside of buildings may have a
three-dimensional depth and be illuminated.

On all other signs, where appropriate,
YMCA's purpose logo should be used in white.
See **page 19**.

For guidance on how to display a YMCA's
name, see **page 37**. If third party logos
are used, they should be shown in a
monochromatic white or black version.

Colour
All interior and exterior signage located
on-site at YMCAs use white lettering on
a YMCA core grey background. See **page 25**
for full colour specifications.

A strip of colour runs along either the bottom
or top edge of each sign. Choose the most
appropriate version for your YMCA site.

Font
Text on all interior and exterior signage
is written using the primary font: FS ME
See **page 28** for font specifications.

See **page 48** for further specifications.

9.2

Off-site signage

Colour
All interior and exterior signage for programmes and activities carried out on a site external to YMCA may use the colour scheme for its corresponding work area. See **page 23** for more details. Take care to ensure that there is sufficient contrast to make text or logos easily legible.

Logos and displaying names
On appropriate signs, YMCA's purpose logo should be used in white. See **page 19**.

Graphics for programme and activities may also be displayed on the sign. See **page 40** for more information.

For guidance on how to display a YMCA's name, see **page 37**. If third party logos are used, they should be shown in a monochromatic white or black version.

Font
Text on all interior and exterior signage is written using the primary font: FS ME See **page 28** font specifications.

See **page 48** for further specifications.

YMCA
Here for young people
Here for communities
Here for you

ACTIVITY NAME
A short line of descriptive descriptive text

YMCA
Here for young people
Here for communities
Here for you

ACTIVITY NAME
A short line of descriptive descriptive text

ACTIVITY NAME
A short line of descriptive text

YMCA
Here for young people
Here for communities
Here for you

WELCOME

ACTIVITY NAME
A short line of descriptive text

YMCA
Here for young people
Here for communities
Here for you

WELCOME

9.3

Specifications

Designing signage artwork
To design artwork consistently for all interior
and exterior signage across all sites, always
follow the given principles:

– The size of the logo is defined by the unit 'X.'
  X is defined by dividing the width of the sign
  into a specific number of blocks.

– The unit 'X' is then used to establish
  the size of the logo and relationships
  between all the elements used in the sign.

- The height of the colour strip = 0.5X.

Do not change any of the relationships
for each of the specifications.

Materials
Signage at the entrance of a site should be
produced in hard wearing, powder coated
aluminium with the graphics applied in acrylic
spray carefully matched to the colour values
specified on **page 25**. An opaque white acrylic
can be used to display the standard YMCA
logo on the outside of buildings.

9.3.1

Designing signage artwork

Fascias

- Divide the width of the sign by the value shown to calculate X.

- Create a square the size of X and use it to space and position all elements in the sign.

- Position the YMCA logo by the value shown and centre it vertically using the top or bottom of the 'Y' to align.

- Position the YMCA name by the value shown and on the same base line as the 'A'.

- Cap the height of the YMCA name by the value shown.

- Height of colour strip = 0.5X

Ensure all elements on the sign are formatted in a clear and balanced way. If the sign format has limited space to fit all elements required, use the standard logo instead.
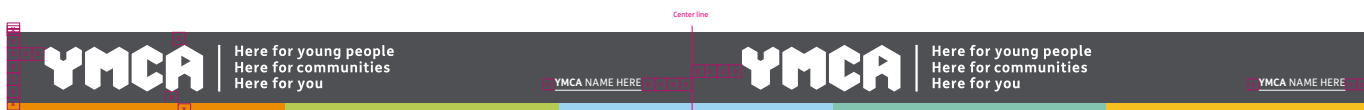

Long fascias 1:5 (five times as long as they are high) up to 1:15
X = Vertical height divided by 7
YMCA logo size = scale to fit 0.5X between legs of 'A'
YMCA logo position = 4X from left edge
YMCA name position = 2X from the right of the right edge
Cap height of YMCA name = X

Short fascias 1:5 and below (five times as long as they are high)
X = Vertical height divided by 7
YMCA logo size = scale to fit 0.5X between legs of 'A'
YMCA logo height = 2X
YMCA logo position = 2X from left edge
YMCA name position = 2X from the right edge
Cap height of YMCA name = 0.5X

Extra-long fascias 1:15 and above (15 times as long as they are high)
X = Vertical height divided by 6.25
YMCA logo size = scale to fit 0.5X between legs of 'A'
First YMCA logo position = 3X from left edge | Second YMCA logo position = 4X right of centre line
First YMCA name position = 4X left of centre line | Second YMCA name position = 3X from right edge
Cap height of YMCA name = 0.5X

9.3.2

Designing signage artwork

Square

- X = Horizontal width of sign divided by 9

- Create a square the size of X and use it to space and position all elements in the sign.

- Use the values shown to position the YMCA logo, using the top or bottom of the 'Y' to align it vertically, and the downstroke of the 'Y' to align it horizontally.

- Height of colour strip = 0.5X

- Align any additional content to the downstroke of the 'Y' and position it by the value shown.

- Position the YMCA name by the value shown.

Ensure all elements on the sign are formatted in a clear and balanced way. If the sign format has limited space to fit all elements required, use the standard logo instead.

STRICTLY RESIDENTS PARKING

Square
YMCA logo height = 1X
YMCA logo vertical position = 1X below top edge
YMCA logo horizontal position = 1X from left edge
Additional content = 1X below YMCA logo

YMCA
Here for young people
Here for communities
Here for you

Projecting sign
YMCA logo size = scale to fit 0.5X between legs of 'A'
YMCA logo vertical position = 2X below top edge
YMCA logo horizontal position = 1X from left edge
YMCA name position = 2X above colour strip
Alignment = centre all elements horizontally
Sign depth = X

5 OTTER ROAD

Address*
YMCA logo height = 0.5X
YMCA logo vertical position = 0.5X above colour strip
YMCA logo horizontal position = 1X from left edge

Address number height = 2X
Address number position = 2X below top edge
Street name height = 1X
Street name position = 0.3X below address number
Rule position = 0.3X below street name

*Where necessary to preserve resident's anonymity or for discretion, remove logo.

9.3.2

Designing signage artwork

Rectangle

- Divide the width of the sign by the value shown to calculate X.

- Create a square the size of X and use it to space and position all elements in the sign.

- Use the values shown to position the YMCA logo, using the top or bottom of the 'Y' to align it vertically, and downstroke of the 'Y' to align it horizontally.

- YMCA name height = 0.5X

- Height of colour strip = 0.5X

Ensure all elements on the sign are formatted in a clear and balanced way. If the sign format has limited space to fit all elements required, use the standard logo instead.

YMCA Here for young people
Here for communities
Here for you

WELCOME

YMCA NAME HERE

Wide
X = Horizontal width divided by 13
YMCA logo height = 1X
YMCA logo vertical position = 1X below top edge
YMCA logo horizontal position = 1X from left edge

Align any additional content to the downstroke of the 'Y' and position 1X below the YMCA logo.

YMCA Here for young people
Here for communities
Here for you   ACTIVITY STUDIO ▶

Wider (for signs wider than a ratio of 1:3)
X = Horizontal width divided by 16
YMCA logo height = 0.5X

Position any additional content at least 1X to the right of YMCA logo. Centre align the YMCA logo and additional content vertically between the top edge of the sign and colour strip.

YMCA Here for young people
Here for communities
Here for you

YMCA NAME HERE
LOCATION | LOCATION | LOCATION
LOCATION | LOCATION | LOCATION

T 020 8566 1608
www.ymcaname.org.uk

Tall
X = Horizontal width divided by 16
YMCA logo height = 1.5X
YMCA logo vertical position = 3X below top edge
YMCA logo horizontal position = centre align
between sign edges

Align any additional content to the downstroke of the 'Y' and position 3X below the YMCA logo.

9.3.3

Designing signage artwork

Wayfinding

- X = Horizontal width of sign divided by 14

- Create a square the size of X and use it to space and position all elements in the sign.

- Scale the YMCA logo to 0.5X

- Position the YMCA logo 0.75X below the top edge using the top or bottom of the 'Y' to align it vertically, and 1X from the left edge, using the downstroke of the 'Y' to align it horizontally.

- Align the destination to the downstroke of the 'Y' and position it 1X below YMCA logo.

- Scale the height of the directional triangle to 1X, place towards the right of the destination, and align to the baseline of the destination.

- Height of colour strip = 0.5X

Due to the nature and format of the sign, use YMCA's standard logo instead. Ensure all elements on the sign are formatted in a clear and balanced way.

9.4

Decoration

Windows

YMCA's range of richly colourful patterns can be printed as a vinyl and easily be applied to windows and glass panels. They are useful for adding vibrancy or to enhance ownership of communal spaces, as well as providing screening for privacy. See **page 26** for specifications on colour patterns.

Walls

As well as the colours specified on **page 25**, a suite of neutral colours can be applied to YMCA environments across woodwork, metalwork, fascias, interior and exterior walls, and other surfaces. These neutral colours are designed to contrast with the stronger hues of YMCA's colour palette.

When using 'colour match' services to select paints, refer to the Pantone™ colour codes.

Interior

PANTONE™
9043 U

PANTONE™
5315 U

PANTONE™
Cool grey 3U

PANTONE™
Cool grey 8U

Exterior

PANTONE™
425 U

Shops

PANTONE™
Cool grey 3U

10 | **Websites and social media**

Our websites each perform various functions; however, we apply the same visual standards across them all. Although these guidelines are based on websites built using WordPress, they must be carefully followed when developing a website using any content management system. Contact **brand@ymca.org.uk** for details on how to acquire the basic components required.

10.1

General principles

Logo
YMCA's purpose logo must appear at the top of each web page (see **page 19**). Ensure there is sufficient space between the logo and YMCA name (see **page 37**).

Colour
For screen-based and digital channels, always refer to the correct RGB and HEX codes specified on **page 25**.

Boilerplate
YMCA's boilerplate must appear in the footer of each web page (see **page 36**). The footer usually contains a copyright notice, link to a privacy policy, sitemap, contact and social media details.

Imagery and header images
Low-resolution, RGB images saved at 72 DPI (dot per inch) are optimal for websites. See how we use imagery on **page 29**. Header images should be 1920x720 pixels, separated from the menu using a thin colour strip (see **page 36**).

Font
YMCA's primary font, FS Me, is available for use on websites and should appear across all pages (see **page 27**).

10.2

Specific details

As well as the general principles on **page 51** the following standards must be observed.

Homepage
The purpose headline must appear on the homepage under the header image (see **page 8**). Below the purpose headline, we display the given work area titles and definitions that match the services provided at each YMCA (see **page 12**). Additional content blocks may appear between the 'What we do' section and the footer, and header images may be chosen to suit each YMCA.

About us
The purpose statement must appear in full on the 'About us' page or equivalent (see **page 10**), alongside information specific to each YMCA. We may also display additional information here, such as our vision, values, history and people.

Work areas
Pages dedicated to the services provided at each YMCA must use the given work area titles and definitions on **page 12**. They may appear in the header image or directly below as text within the body of the page. The corresponding colour palette for the work area should be maintained on this and its associated pages (see **page 23**).
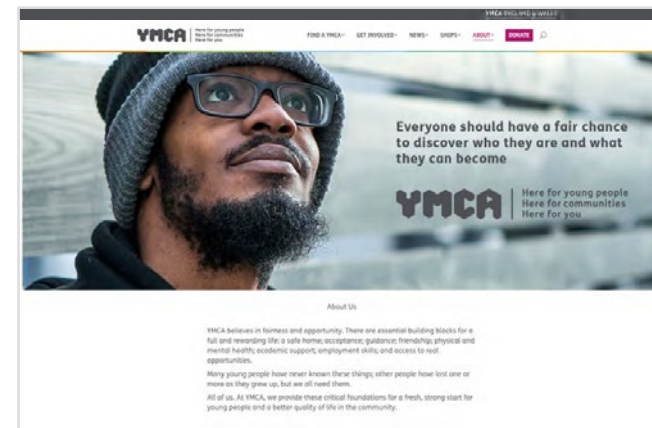
10.3

Mobile

We can expect approximately half of all visits to each YMCA website will be via a mobile device. Therefore, we must optimise our content accordingly when applying these guidelines.

Header images should be 1920x720 pixels and always horizontal so it remains visible in various browsers. A minimum font size of 14px is recommended for legibility. The compact boilerplate should be used to appear at various mobile screen widths (see **page 36**).

Social media ⬇

The purpose logo must appear in the header image across all social media accounts (see **page 19**). The standard logo should be used in profile covers due to the restricted size.

The purpose headline must appear in the profile description / 'About us' section (see **page 8**). The purpose statement (**page 10**) and work area titles and definitions (**page 12**) may be incorporated in full or part within posts where applicable.

Guidance and content for social media are available via **YMCA's national brand centre**.

YMCA ENGLAND & WALES

**Visit YMCA's Brand Centre to download
the assets and templates mentioned
in this guide.**

ymca.org.uk/brandcentre

For any help and advice on using YMCA's
national brand, please contact:

brand@ymca.org.uk

020 7186 9500

**Here for young people
Here for communities
Here for you**

YMCA enables people to develop their full potential in mind, body and spirit.
Inspired by, and faithful to, our Christian values, we create supportive, inclusive and
energising communities, where young people can truly belong, contribute and thrive.

| FAMILY & YOUTH WORK | HEALTH & WELLBEING | HOUSING | TRAINING & EDUCATION | SUPPORT & ADVICE |