RESOURCES THAT MAY HELP:

Social Media Edition Calendar
Facebook banners, etc.

File with stock photos, stock images ready for social media, seasonal
Number for your phone's calendar
To display with rest of office supplies - and you could list the web
Account information for how to connect to your account: example: access
A separate spreadsheet with contact's extensions, email, and online
Etc. for coordinating each one
Promotional items, etc.) and a spreadsheet with the contacts, like links,
Make a list of other marketing items (company, business cards,
Link, newsletter, or PDF of color palette
Letterhead saved in Word (like headers/footers)

BONUS TIPS:

Actual font sizes with license should go in the shared folder
When and how to use title/heading/body/footnotes
Name examples of the, header & body fonts
Make it easy to read and proportionally
Indicate notes on applicable colors and font sizes, and how they should

FONTS

Phone (PMS) searches
RGB (for screen)
CMYK colors (for print)
HEX codes

COLORS - consider fonts, logos, backgrounds, etc.
A variation formatted for social media that will work in a square
Are there any size restrictions/size limitation on the logo?
Sizes/resolutions of print (transparency multiples) and JPEGs
Color and black/white versions + options for dark background in various
Vector format (AI or EPS) - this is the ORIGINAl, scalable art
LOGOS - it's helpful to have a lot of different versions/sizes/reads

WHERE'S OUR LOGO?

What is your logo? What are the rules for when it's needed?
Account?
What is the official name you'll use with the public? Are there
Who/what agency made your logo? What is their contact information?
is your logo in your shared drive, etc. - cloud-based?

STEP ONE: SET UP A SHARED "MASTER" FILE.
OUR LOOK
Quick Guide

The Y's new brand reflects our true identity—a vibrant, innovative and diverse movement that is devoted to our cause of strengthening community. Our new brand's visual system uses more than words to bring our cause to life. Its basic elements—logo, font/typography, color palettes, imagery and layout—are the building blocks for consistently and effectively communicating who we are. This Quick Guide explains the importance of these basic elements.

There is a hierarchy to how we communicate and use the basic elements of our visual system. These elements are identified by number on the layout at left and explained below.

1. **Our refreshed logo** is bold, active and welcoming, and it represents our determined commitment to delivering personal and social change. There are five color options from which to choose, reflecting the diversity of our communities and the breadth of our offerings.

2. The **Y** is a cause-driven organization with three vital areas of focus. This framework reinforces, at a high level, how the Y strengthens community.

3. The **benefit statement** should send a message that matters, expressing the impact your Y makes in the community every day. Be creative and be original, but don’t be literal.

4. The **brand architecture** is designed to showcase your Y’s programs and services in a clear, compelling way. The order, offering category, program name, Y name. We all know what makes the Y great. Our new visual system will help others see it as well.

**Logos**

Our new logo conveys our identity. When designing, you can choose from the logos and marks below. These are the only acceptable versions of our logos. Make sure to use a variety of logo colors in your Y location and use the broadcas and black versions only when necessary. Also, do not resize any version of the logo exclusively to a location, department or program.

**Areas of Focus**

By defining our areas of focus and presenting them in relation to our logo, we clarify for audiences what we stand for. When a logo is paired with the areas of focus, the primary color from the logo is applied to the areas of focus, as shown below. Do not alter these colors or combinations for any reason.

**Font/Typography**

Typography gives our words a distinct look and feel. Ys should use Cachet or Verdana exclusively as all known-from t-titles to websites to brochures. Cachet, as our primary type, should be used for all internal and external materials. For website applications or brochures where Cachet isn’t available, use Verdana.

**Color palettes**

Our colors were chosen because they express that we are at home as the communities we serve. These are the only palettes that should be used when designing collateral for the Y.