



World YMCA

Visual and written identity

March 2023

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Introduction

This visual and written identity guideline booklet is designed to be a point of reference for anyone preparing the visual or written elements of any World YMCA communications, whether internal or external.

A strong and consistent visual and written identity speaks volumes about an organisation – so does a weak and inconsistent one. Please, let's all follow these guidelines, and where they raise questions, please contact the World YMCA Communications team at communications@ymca.int.

Thank you!

House style guide

The basic visual elements of our brand - logo, font/typography, colour palette, imagery and layout - is an expression of who we are. They allow us to engage and stand out from the crowd.

This quick guide explains the importance of these basic elements and how to use them.



Our name

The name of our organisation is The World Alliance of YMCAs, but we call it World YMCA (not The World YMCA).

Please do not use the acronym WAY in any internal or external documents, above all because it confuses people beyond the very few who know it.

Use terms such as YMCA National Movements, YMCA Area Alliances, and the global YMCA Movement. YMCA is a singular (not a plural) noun. (*World YMCA is launching the Change Agents programme, World YMCA has appointed a new Director of Partnerships*). The plural of YMCA is YMCAs, and never YMCA's with an apostrophe.

**WORLD
YMCA**

About YMCA

Always use existing and approved text if you can, even if it may have to be edited to suit the audience or the platform.

For instance, this text:

YMCA is the oldest and one of the largest youth organisations in the world. Its goal is to be the global youth empowerment organisation of choice: empowering, inspiring and mobilising young people to find and share their voice on the issues that matter to them and to the world. YMCA helps young people to better themselves, to better their communities, and to better their world. It gives them the Space to bring about Transformation in themselves and their communities, and make a positive difference – an Impact – as a result.

Founded in London in 1844 as the Young Men's Christian Association, YMCA has grown to reach some 65 million people every year, across 120 countries. Established as a safe space for young Christian men, YMCA now welcomes men and women, boys and girls of any or no faith, of any

race or background. With nearly 90,000 staff, some 920,000 volunteers and 12,000 branches worldwide, its work embraces young and old.

Or this:

The World Alliance of YMCAs supports and facilitates some 120 national YMCAs and four regional Alliances across the globe, to provide young people with safe spaces and opportunities to take an active role in transforming their communities. Collectively, the YMCA Movement reaches some 65 million people a year.

Or anything from the website.

Whenever writing about **YMCA Vision 2030** – our shared worldwide strategic framework - be sure to use collectively agreed wording (see from page 16 onwards, and on the **Vision 2030** webpage).

YMCA Vision: Our vision is a world where every person lives in harmony with self, with society and with creation.

YMCA Mission: The YMCA's mission is to empower young people and communities worldwide to build a just, sustainable, equitable and inclusive world, where every person can thrive in body, mind and spirit.

Language & numbers

First or third person?

Write in the first person singular or plural (*I or We*) on web, external and internal communications (*We launched the Change Agents programme*). Use the third person singular (*It*) in press materials or when requested by donors/funding bids (*The YMCA launched the Change Agents programme*).

Avoid jargon

Try and keep language short, simple and easy to read. Even broadsheet newspapers write for reading ages of 13 years and under. Spelling should be set as British English, e.g. *organisation* not *organization*. You can alter this in your Microsoft Office preferences.

Quotes

When directly quoting something that has been said, always use double quotation marks (inverted commas).

"We wish to thank all our supporters for their help", said Carlos Sanvee.

Carlos Sanvee said: *"YMCA is the world's largest youth civil society organisation. We work across the globe and support 65 million people."*

Use single inverted commas not to quote speakers, but to draw attention to a word. *We support taking an 'active' rather than a 'passive' approach.*

Date and time

Dates should be written out as Day – Date – Month – [Year] in that order with no 1st, 2nd or 3rd unless within letters. *Wednesday 19 August 2022.*

If you are writing a date in a table, use the format DD/MM/YYYY (*26/04/1985*)

Times should be displayed in the 24-hour clock format, using colons and also indicating the time zone. *08:15 CET, 16:20 CEST*, etc.

Numbers

Numbers up to and including nine should be spelt out in words, whereas numbers above and including 10 should be written as numerals. Example: *one, four, seven, nine and 10, 45, 938, 2,374*. The exception is when a number over nine begins a sentence. Use commas when writing numbers more than 999, i.e. *2,000 not 2000*.

Phone numbers

Use the country code preceded by a + sign:
+44 1234 567890

Style guidelines

Abbreviations

Standard abbreviations should be written out with full stops both inside and after, such as *e.g. or i.e.*

When referring to institutions that can also be an acronym, use the full name first time, followed by brackets with the abbreviation. Then use the abbreviation throughout. *World Health Organization (WHO)*

Only use acronyms immediately if the organisation is better known in that format, such as *BBC*.

'Ampersand' &

Ampersands (&) are useful in shortening titles:

England & Wales

Partnerships & Resource Mobilization.

Apostrophe use (')

Apostrophes are used to replace missing letters when you are contracting words, or to show possession.

We've changed the time of the meeting because someone's forgotten to book a conference room.

John's book is excellent.

If the word ends in S and it owns something, add an apostrophe at the end of the word. *James' coat.*

Hostels' criteria for admitting people are

Never use apostrophes to denote plurals. The plural of apple is apples, the plural of YMCA is YMCAs.

Bullet points

Use a full stop after all bullet points, unless the bullet points form a list of very short sentences of just a few words or more. If this is the case, simply add a full stop after the final bullet point. The circle bullet (•) point is preferred in all documents.

Capital letters beginning words

'Sentence case' should be used for all headline text, unless it contains proper nouns or names. *Fundraiser Chris Smith takes his chance for Newport YMCA as he cycles London's real life Monopoly board.* Do not use unnecessary capitalisation: *Fundraiser Chris Smith Takes His Chance For Newport YMCA As He Cycles London's Real Life Monopoly Board.*

Miscellaneous

Use the words *young people*, not *youth* (unless the phrase requires youth, e.g. *youth empowerment*, though *empowering young people is better.*

Remember the two most common mistakes in English.

It's and Its

- *It's very hot* (apostrophe: *It is...*)
- *This drink has lost its fizz* (possessive: *Of it....*)

Principle and Principal

- Principle (fundamental truth, proposition, foundation of belief, theory)
- Principal (main, first in importance)

Logos

Our logo has been specially drawn and trademarked, and must not be re-created or altered in any way. The full colour logo without the heritage mark is the default logo in all instances, and must appear on a white background. Black/reversed logos are only to be used when full colour logo application is not possible.

 [Download here](#)



Co-branding



The World YMCA logo can be used in conjunction with any partners, internal or external, with their and our agreement. There are no hard and fast rules on this, other than mutual agreement and equal balance between partners.

Logo variations

Below are the only acceptable logo variations. Be sure to use colour whenever possible, and only use the white or black versions when limited to designing in greyscale.



Tag line

Our tag line – SPACE – TRANSFORMATION – IMPACT – helps convey our mission to an external audience. This should always accompany the logo whenever used in communications materials. Always pair the tag line with the corresponding logo (i.e. white logo with white tag line).



Clear space/tag line

There should always be a minimum amount of clear white space around the logo to ensure clarity. The minimum amount of clear space is equal to the full height of the word 'World' in the logo. Also shown is the preferred relationship between the logo and the tag line. When placed to the right or left of the logo, the top of the tag line should align with the arches of the M in YMCA. If the tag line is placed beneath the logo, it should be sized to the identical width.



Heritage mark

The heritage mark represents YMCA's history and Christian roots. This mark should only appear to the left of the logo, and should be no closer than half the distance inside the clear space area. It should be sized to match the full height of the logo. The heritage mark should never appear alone, and it should only accompany the logo on the elements of our stationery, website and documents which are relevant to our history as a global Movement. This mark should only appear in white or grey.



Typography

YMCA's brand font is **Klavika** for documents created externally or in Adobe Creative Cloud, such as brochures and other high-end materials.

The text for internal and external documents (including email) should be in **Trebuchet MS, size 12**. We suggest that main headings should be size 16, bold, and subheadings size 14, italics. We also recommend that main headings and body text are both left-aligned and right-aligned. Only underline hyperlinks.

Do not use **CAPITAL LETTERS** other than for maximum 4-word Headlines. Never underline more than 2-3 words in sequence.

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Klavika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Klavika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Klavika Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Klavika Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Klavika Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Imagery

The right choice of imagery helps demonstrate both our belief in – and the diversity of – the communities we serve.

Style: aspirational, approachable and fun.

Tone: welcoming, friendly, understanding and encouraging.

Subjects: believable, familiar, multi-generational, multi-racial and confident people.

Composition: interaction amongst groups, showing a sense of purpose, engaged and inspired, demonstrating inclusiveness. Try and avoid obviously staged (and often awkward) group shots. Or go up close and personal for individual portraits.

If shooting your own images, aim to shoot in a studio with no background, or at least limited background.

Use the following guidelines when submitting your photos for publication:

- Photos should be high resolution, at 300 dpi (dots-per-inch) or higher. When taking photos, make sure that your camera is set to take large format photos.
- Do not resample (change the dpi settings of) your photos. This can result in much poorer quality than leaving it lower resolution.
- Please do not submit images/jpegs in a Word document.
- Please submit jpegs either as a zipped file or individually.
- Please do not copy images from websites for print.
- Images copied from websites are low resolution unless the website offers high-resolution images. If you zoom up to the image once you have copied the image, you will see it break apart and become blurry. This means that the image is low resolution and not good for print. Web versions of images and print versions are very different.
- Copyright laws apply to web images. Please be aware of copyright laws with any image you use from the web. Please do not use or submit an image without receiving permission from the owner.
- The easiest way to determine if a file is high enough resolution is to look at the size of the file based on the size of the image.

Colour Palettes

Blue: #1980FF

Turquoise: #66FFB3

Orange: #FF4D00

Yellow: #FFCC00

Purple: #8000FF

CYMK	RGB	HEX
Red: 0-100-100-0 (PRIMARY)	255-0-0	#FF0000
Blue: 90-50-0-0 (PRIMARY)	25-128-255	#1980FF
Turquoise: 60-0-30-0	102-255-179	#66FFB3
Orange: 0-70-100-0	255-77-0	#FF4D00
Yellow: 0-20-100-0	255-204-0	#FFCC00
Purple: 50-100-0-0	128-0-255	#8000FF
Grey: 0-0-0-75	64-64-64	#404040

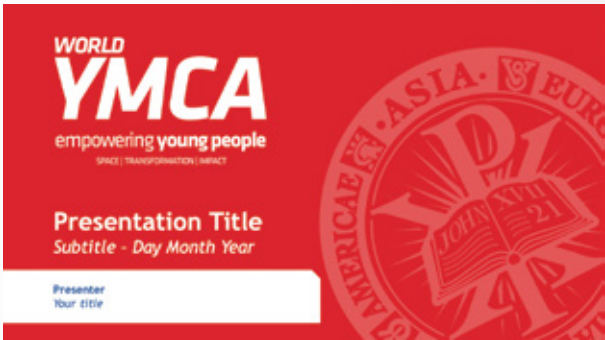


**BODY
MIND
SPIRIT**

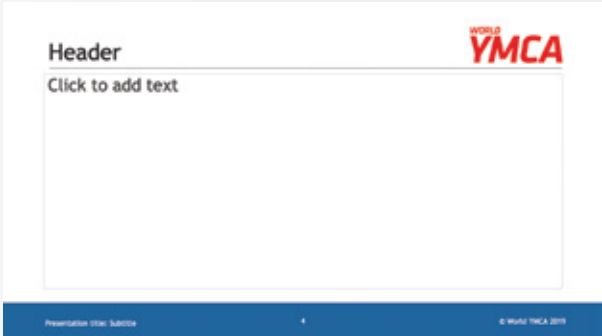
Print applications

Simple master-brand design principles can be applied to posters. These principles can be applied to any proportionately sized print item from A6 to A0 (and even larger).

Document templates



Powerpoint



Letterhead



Email signatures

All email signatures should be in Trebuchet 12 and follow the following design:

John Phillips

Director of Communications

Tel: +41 22 849 5100

Mobile: +41 79 217 3376

1 Chemin du Mouille-Galand, 1214 Geneva, Switzerland



Our Time.
Our Moment.
Ignite Change.

Use the Vision 2030 banner



Vision 2030 branding

#YMCAignite2022

Vision 2030

Vision 2030 is a framework for global alignment which allows each of the 120 YMCA National Movements to go at their own pace according to their own strengths and their own communities' needs, in pursuit of common goals. It was adopted by the global YMCA Movement at the 20th YMCA World Council in July 2022, and will guide our collective work until 2030.

These guidelines cover Vision 2030's visual identity (the logo, the typefaces, the use of icons, etc.) and its written identity (the agreed wording of our Vision and Mission, and the way in which we all talk about the context, the four Pillars and the 12 Strategic Goals of Vision 2030). They also cover co-branding possibilities (as National Movements use the Vision 2030 branding alongside their own branding).

Please use these World YMCA written and visual identity guidelines in conjunction with the written and visual identity guidelines for YMCA Vision 2030.

Please follow the Vision 2030 webpages on the World YMCA website for full information about the work of the worldwide YMCA Movement in turning Vision 2030 into reality.

And please contact your World YMCA communications colleagues at communications@ymca.int with any questions or information to share.

Thank you!
March 2023

12 Strategic Goals

Community Wellbeing

- 1. Prioritise staff and volunteers wellbeing**
Change policies, procedures and practices to create an internal culture where mental health is truly supported.
- 2. Build "body, mind and spirit" safe spaces**
Create programmes which support the harmonious development of young people and communities when it comes to their physical, spiritual and mental health.
- 3. Keep young people safe from harm**
Champion improved policies and practices that keep children and young people safe from harm, abuse and neglect.

Meaningful Work

- 1. Offer meaningful employment and lifelong learning opportunities to YMCA staff**
Ensure that the YMCA builds an internal culture where meaningful work and lifelong opportunities exist for all.
- 2. Help young people and communities be better prepared for the Future of Work**
Develop programmes that offer education, upskilling, employment and entrepreneurship opportunities which increase readiness for the Future of Work.
- 3. Advocate for decent and meaningful work**
Amplify the voices of young people and communities to advocate for policies promoting decent, flexible and meaningful work for all.

Sustainable Planet

- 1. Make YMCAs climate-neutral**
Actively work towards ensuring that collectively we become a Green, sustainable Movement.
- 2. Champion environmental responsibility**
Integrate climate education components in all YMCA programmes and encourage our beneficiaries to practice and champion environmental responsibility.
- 3. Advocate for inclusive climate policies**
Ensure that no one is left behind as we transition to a Green Economy.

Just World

- 1. Make YMCA a truly diverse, equitable and inclusive Movement**
Adapt internal policies and practices to ensure that the YMCA is a safe space for all.
- 2. Empower young people to become peace builders and transformative activists**
Train young people to become advocates for diversity, equity, inclusion and social change worldwide.
- 3. Advocate to ensure everyone is treated with dignity**
Amplify voices of young people and communities to ensure that all people, especially marginalised communities, are treated with dignity and all voices are heard and acted upon.

Branding

Vision 2030 is also a visual opportunity for the YMCA to come together in a joint collective journey. It is suggested that YMCAs use the Vision 2030 logo in any version relevant to them as a secondary logo or sub-brand, wherever they find it relevant to do so.

The Vision 2030 logo can be used either alongside the main YMCA logo or as a separate sub-logo in any relevant location.



Logo version 1

Symbol on the left, text on the right



Logo version 2

Symbol integrated in the text



Logo version 3

Co-branding

A separate Vision 2030 brand book has been developed, together with visual templates for Vision 2030 graphics.



Download here



Contact us

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