WHAT DOES OUR BRAND HAVE TO DO WITH IT?

Our mission is big: eliminating racism and empowering women requires everything we’ve got and every bit of support we can get. It is critical that our efforts are recognizable, our name and image consistent and our purpose clear. We have the opportunity to raise our profile and achieve our mission in ways previously unimaginable—but it’s going to take every single one of us working together to present YWCA and our mission in a powerfully consistent way.

This guide is the first step to making that happen. Every day moving forward, we must continuously and consistently reinforce and strengthen our collective efforts. We’re here for a reason—to eliminate racism and empower women, and by always working together, we will succeed.
THE TOOLS TO BRING YWCA'S BRAND TO LIFE

Brand Guide

YWCA IS ON A MISSION

The Brand Guide

Brand Elements Quick Guide

A MISSION TO:
ELIMINATE RACISM,
EMPOWER WOMEN,
STAND UP FOR SOCIAL
JUSTICE, HELP FAMILIES
AND STRENGTHEN
COMMUNITIES
BRAND IDENTITY

COPY TONE OF VOICE

YWCA is on a mission. The issues we confront can sometimes be contentious, so our communications must always be professional yet approachable—aimed at educating and motivating support behind these issues. To communicate this in a way that is both clear and motivational. Our writing creates personal and emotional connections around our work—both for internal staff members and external YWCA community members.

We do not alienate. We connect and inspire emotion to drive support.

Your story.
YWCA Internal team & community members: I am proud to be a part of YWCA work to create meaningful change for myself and my community.

Your story.
YWCA Internal team: I am part of something bigger than myself.
YWCA Community members: I belong here.

Empowerment.
YWCA Internal team: I am an important part of the process to create real change.
YWCA Community members: I am empowered to create real change in my own life and the lives of others.

Inclusion.
YWCA Internal team: I stand for change. This progress inspires further progress.
YWCA Community members: I can do this, and YWCA is here to support me.

Ownership.
YWCA Internal team: I own the responsibility to lead the way.
YWCA Community members: YWCA gives me the tools to create real change for myself and my family.
BRAND IDENTITY

LOGO SIZE AND SPACE

CLEARSPACE
A minimum of "X" area around the logo should be observed. These size requirements should be followed for all logo applications. The "X" width and height is equal to the x height of the YWCA logo type.

MINIMUM SIZE
The preferred minimum print size for the logo is 1 inch wide. The preferred minimum screen size is 100 pixels wide. The logo should always be scaled proportionally width/height.

eliminating racism empowering women
ywca

ON A MISSION GRAPHIC
The ON A MISSION graphic should be used consistently in context with the primary identity to help increase our visibility and amplify our message.

YWCA IS ON A MISSION

HORIZONTAL LOCKUP
The horizontal lookup is to be used for layouts where the height is limited.

SPANISH VERSIONS
YWCA ESTA EN UNA MISION

YWCA IS ON A MISSION

ALTERNATE STACKED HORIZONTAL LOCKUP
This lookup should only be used when the stacked and horizontal versions do not work well within the layout dimensions.

ywca

COLOR PALETTE
Our colors are bright and energetic. These colors should be used as the main color palette.

PERIMMON
Pantone 172
CO M 65 Y 18 K 0
R 253 G 90 B 30
HEX:00F28E

BLACK
CO M 0 Y 0 K 100
R 0 G 0 B 0
HEX:000000

ywca

ywca
MESSAGING

BRAND TONE

YWCA’S BRAND IS BOLD, INSPIRATIONAL AND AUTHENTIC

While content may vary based on audiences, channels and objectives, all content should be consistent with our brand tone.

Our brand must also be clear in both message and design. We need to connect with and motivate broad audiences, and work hard to ensure that language is understandable, content shows clear connection to our mission and visuals convey the impact of our work.

BRAND VOICE
MESSAGING

OUR VISION

EQUALITY INDISPUTABLE
By harnessing the potential of every woman, YWCA brings real change to the fight for gender equality and racial justice. These are the building blocks for a world where social justice exists for all.

OUR UNIQUE VALUE PROPOSITION

ADVOCACY AND PROGRAMMING
YWCA is working every day in local communities and shaping the policies that affect those communities. This combination of advocacy and direct programming makes YWCA uniquely positioned to achieve its mission.
MESSAGING

BRAND ESSENCE

PIONEERS FOR EMPOWERMENT
YWCA is bigger than a place—we have been at the forefront of social change for more than 150 years.

OUR VALUES

COURAGE
We have the collective strength to face the biggest challenges and work toward a more just and equitable society that benefits everyone.

COMPASSION
We believe that impacting lives begins with understanding individual needs. We listen, we learn and we respond.

COMMITMENT
We are the oldest and largest multiracial women’s organization in the world. We have always been—and will always continue to be—leaders for racial justice and women’s empowerment.
PRESENCE
PRESENCE
MAGNIFYING THE BRAND

ASSOCIATION BRAND TOOLKIT

YWCA IS ON A MISSION TO ELIMINATE RACISM, EMPOWER WOMEN, STAND UP FOR SOCIAL JUSTICE, HELP FAMILIES AND STRENGTHEN COMMUNITIES.

YWCA's brand consistency is critical to propelling our mission.
MAGNIFYING THE BRAND

Social Media Implementation

SEO Implementation

Fundraising Support
YWCA BRAND ROLLOUT

BRAND ROLLOUT CHECKLIST

- Update all social media accounts and other digital channels with new brand personas. Refer to Social Media Implementation Instructions for more information.
  - Facebook, Twitter, LinkedIn, Pinterest and YouTube profile images and other graphics should be updated.
  - YWCA logos (if applicable) on Google Places, Google Business.

- Timing:
  - Update all materials December 14-31, 2015.

- Update websites with brand-approved SEO language.
  - Refer to SEO Implementation Recommendations.
  - Timing: Updates to take place and go live December 14-January 8, 2016.

- YWCA local associations to re-share the YWCA USA press release announcement with local constituents via blogs and social media channels, leveraging the new brand personas.

- Timing:
  - Press release to be developed by January 15, 2016 by YWCA USA.
  - YWCA local associations to distribute and share on social the week of February 22, 2016.

- YWCA local associations to assign a point of contact to lead the brand implementation rollout. This POC will be responsible for attending a training webinar on October 20th.
  - Webinar to include a more detailed walk through of materials in the Association Toolkit as well as a Q&A session for POCS who have questions or may need specific support.

- Update all brand materials—visuals and language—based on the brand identity templates provided in the Association Toolkit. This may include:
  - Communications materials language such as:
    - Fact sheets
    - Press release boilerplates
    - Business cards
    - Email signatures
    - Marketing brochures and other print materials.
  - On-site brand identity materials such as:
    - Office banners
    - Building awnings

- Timing:
  - Send updated materials to printer November 30-December 4, 2015.

- Note: YWCA National will provide $1,000 to each association to assist with printing costs.
- YWCA local associations to assign a point of contact to lead the brand implementation rollout. This POC will be responsible for attending a training webinar on October 20th.
  - Webinar to include a more detailed walk through of materials in the Association Toolkit as well as a Q&A session for POCs who have questions or may need specific support.

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  - On-site brand identity materials such as:
    - Office banners
    - Building awnings

- **Timing:**
  - Send updated materials to printer November 30-December 4, 2015.

- **Note:** YWCA National will provide $1,000 to each association to assist with printing costs.
Update all social media accounts and other digital channels with new brand assets.
- Facebook, Twitter, LinkedIn, Pinterest and YouTube profile images and header photos.
  - Refer to Social Media Implementation Instructions for more information.
- YWCA logos (if applicable) on Google Places, Google Business
- Timing:
  - Update all materials December 14-31, 2015.

Update websites with brand-approved SEO language.
- Refer to SEO Implementation Recommendations.

YWCA local associations to re-share the YWCA USA press release announcing YWCA IS ON A MISSION with local constituents via blogs and social media channels, leveraging #OnAMission hashtag.
- Timing:
  - Press release to be developed by January 15, 2016 by YWCA USA.
  - YWCA local associations to distribute and share on social the week of January 25, 2016.
**NEXT STEPS**

- YWCA local associations to assign points of contact to lead the brand rollout.

- YWCA Brand Guide and all brand materials to be shared out on September 28, 2015.

- Association Toolkit to be shared out on October 6, 2015.

- Training call on October 20, 2015.

- Campaign webpage to go live—supported by press release and campaign launch on January 25, 2016.
Once you have identified your association’s points of contact, have them register at ywca.org/brandssignup.

**YWCA Is On A Mission Technical Support and Training Calls**  
**Brand Implementation Training with Chief**  
10/20/15 3PM ET  
On this webinar, the Chief team will walk YWCAs through the new toolkit. Participants will also receive technical training to implement the new brand materials and plan local campaign efforts.

**Brand Implementation Support Call with YWCA USA Communications Team**  
11/2/15 3PM ET  
Join this follow up call for peer-to-peer sharing with other local YWCAs and real time assistance from the YWCA USA Communications Team.
Communications Training Suite

Social Media 101
9/28/15 3PM ET
This is an introductory training for local associations who are new to social media, struggling to find the time to participate, or need to increase engagement across platforms.

Newsjacking: Keeping Your YWCA in the Media
10/6/15 3PM ET
As important direct service providers with a commitment to the YWCA’s social justice mission, YWCAs are primed to be issue experts and leaders in the community. In this webinar, you will learn how to contribute in meaningful ways to public dialogue on current events while promoting YWCA’s mission and programs.
Digital Advocacy for State and Local Causes
10/15/15 3PM ET
Racial Justice and Civil Rights, Women and Girls’ Health and Safety, and Women and Girls’ Empowerment and Economic Advancement: YWCA’s new Mission Impact Framework provides so many avenues for YWCAs to make social and policy change on the state and local level as well as on federal policy with the national office. This training will give you the tips and tools you need to leverage your online presence for the greater good.

Giving Impactful Interviews
11/17/15 3PM ET
With so many competing voices, it’s hard not to get lost in today’s media coverage. In this webinar, learn how to convey clear, concise, and engaging messages during television, radio, web, and print interviews.
Writing Compelling Web Content
12/3/15 3PM ET
As busy nonprofits, we are often lucky just to get our websites updated on time. This training will help you learn to quickly craft compelling content for websites, blogs, and other relevant platforms.

Social Media Events
12/15/15 3PM ET
Web-based events like Tweet Chats and Google Hangouts are great, low-cost ways to bring together important players, disseminate information, talk with stakeholders, and position yourself as a thought leader. Join this webinar to learn how to throw a successful social media event that keeps people coming back for more.