Frequently Asked Questions

Q: Are local associations required to use the brand?
A: Yes. All local associations are required to adopt the YWCA branding as indicated in the YWCA USA Bylaws: **Section III, A, 4K**: "Branding Requirements. Each Local Association shall implement the branding requirements established by the Board."

Q: What is the timeline for the brand rollout?
A: **The new brand goes live on January 25, 2016**. On this date, YWCA begins a brand awareness campaign focused around the tagline "YWCA is on a mission." Wide participation by local associations will strengthen the message that we are an active national movement.

YWCAs may not release the new brand materials until January 25, 2016. These materials have been made available to local associations in advance of the launch so that the entire network can join the campaign together. At a minimum, we recommend updating your digital presence: your website and social media channels for the January launch. These are low-cost updated that will increase the impact of the campaign online.

YWCAs have until December 31, 2016 to come into full compliance with the brand. This includes implementing all facets of the YWCA's brand identity, including logo, "On A Mission" graphic, colors, fonts, and copy guidelines.

Q: Can we make alterations to the logo (size, removal of tagline, color change, etc.)? What about for special events?
A: No, YWCA's logo should always appear following the guidelines in the Brand Book. For special events and campaigns, you can co-brand with the YWCA logo as long as it appears in the designated formats.

Q. Does the brand update include an "alternate logo"?
A. The brand update includes the preferred logo in persimmon and alternate white and black logos. The former "alternate" logo (aka the long-form logo) has been retired.

Q. Has the customized local association logo changed?
A. Yes, there are updated spacing requirements for the local association logo. In addition, the local association name should appear with standard capitalization (ex. YWCA City) and not lowercase.

Q: We have additional marketing needs beyond what has been provided in the downloadable templates. How should we proceed?
A: The downloadable templates provided on the brand center should meet many of your marketing and communications needs. However, we recognize that local associations may have additional needs above and beyond what has been provided. Any additional materials must adhere to YWCA's brand guidelines and match the look and feel of our brand. To create materials that meet this criteria, please carefully review the Brand Book and the Brand Elements one-pager. These documents contain the information you need to ensure your project is "on-brand."

Q: How can we customize the templates?

A: Some templates are available in Microsoft Word, such as the letterhead and fact sheet template, and easily customized. In addition, some templates will require Adobe Creative Suite 6 (CS6) or later – specifically Photoshop and InDesign. If you have trouble downloading InDesign files, try using the .idml alternatives. If your YWCA is not outfitted with CS6, you will need to work with a print shop or design firm to customize the templates.

Q. How can we download fonts?
A. Two different types of fonts are required for YWCA's brand. Avenir Next Heavy is our new headline font. It can be purchased from fonts.com for $89 to outfit up to 5 computers. Any subheadings or body copy should use Source Sans Pro, which is a free font. You can download Source Sans Pro from google.com. Read these detailed instructions for more information. In instances where Avenir Next Heavy and Source Sans Pro are not available, local associations may use Arial as outlined in the Brand Book.

Q: Is there a way to edit the PDF file versions of each template?
A: Yes. If you are making simple changes to text or objects within a template, you can use Adobe Acrobat Pro. Please note that you can't edit a PDF file with the free Adobe Reader; you need the full version of Adobe Acrobat to make changes. Directions on how to edit PDFs using Adobe Acrobat Pro are available here.

Don't see your question or the answer you're looking for? Contact Us.