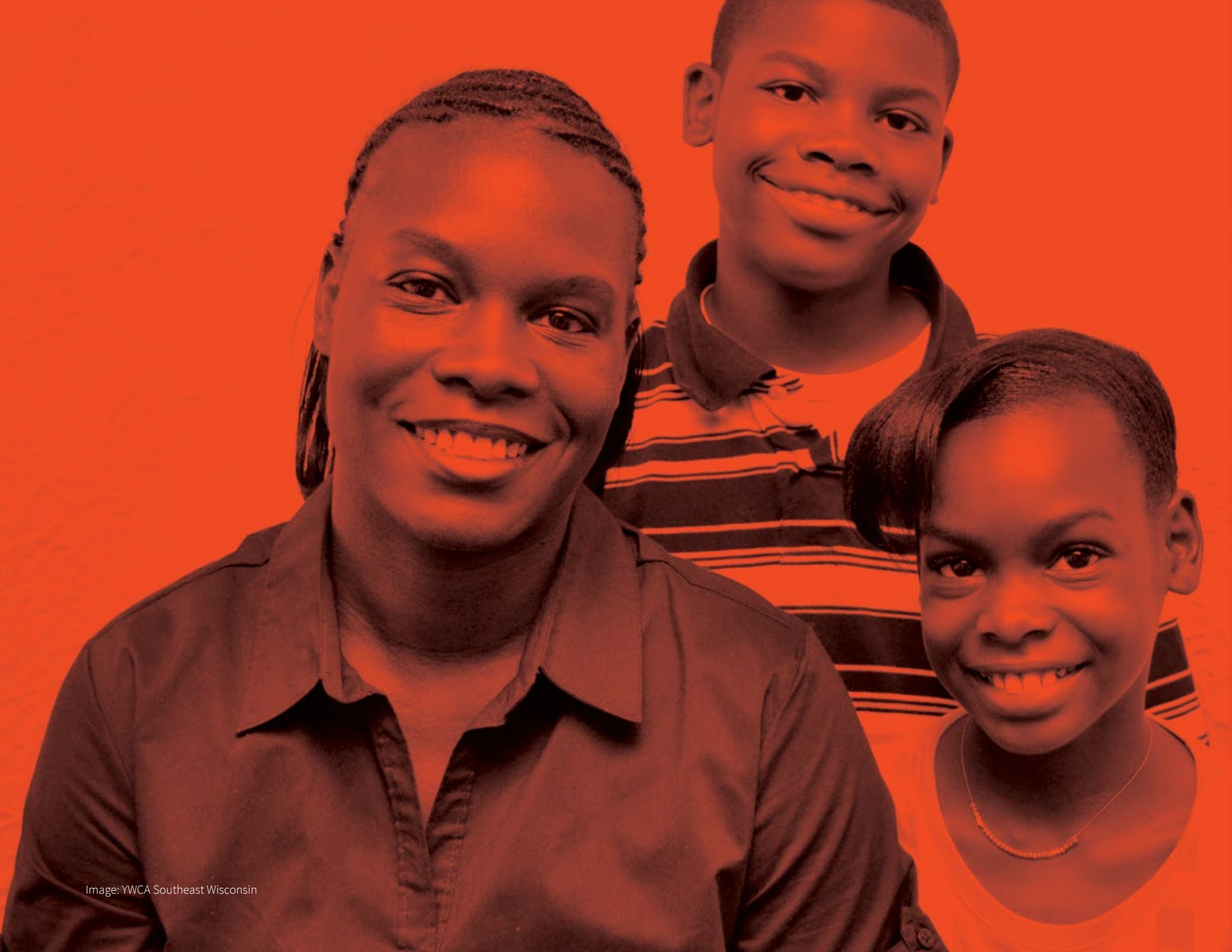


YWCA IS ON A MISSION

eliminating racism
empowering women
ywca

THE BRAND GUIDE



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



IT TAKES COURAGE

We create real change.
Every day.





IT TAKES COMPASSION

We work where
we're needed most.





IT TAKES COMMITMENT

We have been leading
change since 1858.





Image: YWCA Greater Los Angeles

IT TAKES **YOU**

**WE MUST STAND TOGETHER AND
BE PURPOSEFUL. WE MUST STAND
OUT AND BE ICONIC.**

YWCA's brand is courageous, passionate, committed, motivating and always moving forward—it connects us to our mission, connects us to each other and serves the unique needs of our community. Our brand supports us in everything we do.



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**OUR
BRAND**



WELCOME

YWCA'S BRAND CONSISTENCY PROPELS OUR MISSION

This brand guide is a critical tool to ensure that our brand is properly and consistently represented—so that we may leverage our brand to set YWCA apart and amplify every message.

Our brand will inspire understanding, emotional connection and support from YWCA audiences.

It will increase clarity about YWCA's work and personality.

It will stand as a powerful symbol of how YWCA continues to drive real change, every day.



OUR MISSION

**YWCA IS DEDICATED TO
ELIMINATING RACISM,
EMPOWERING WOMEN
AND PROMOTING PEACE,
JUSTICE, FREEDOM AND
DIGNITY FOR ALL.**

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 programming makes YWCA uniquely positioned to achieve its mission.

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.

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 we work hard to ensure that language is understandable, that content shows clear connections to our mission and that visuals convey the impact of our work.

BRAND VOICE



COPY TONE OF VOICE

YWCA is on a mission. The issues we confront can sometimes be controversial, so our communications must always be professional yet approachable—aimed at educating and motivating support behind these issues.

To communicate in this way, we offer clear positions on important race, gender and social justice issues—and we do this in a tone of voice that is bold and inspirational. 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.

Pride.

YWCA internal team & community members: I am proud to be a part of YWCA's work to achieve meaningful change for myself and my community.

Solidarity.

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 in the lives of others.

Inspiration.

YWCA internal team: I create real change. This progress inspires further progress.

YWCA community members: I am inspired to take action for myself, my family and my community.

Possibility.

YWCA internal team: Together, we can do this.

YWCA community members: I can do this, and YWCA is here to support me.

Ownership.

YWCA internal team: It is our responsibility to lead the way.

YWCA community members: YWCA gives me the tools to create real change for myself and my family.

WRITING TIPS & TRICKS

We are not afraid to stand up and stand out. Therefore, we will be:

Action oriented. YWCA is on a mission. We write in active voice to convey action, urgency, progress and impact around this mission.

Personable and personal. YWCA drives real change for real people. While we use data to showcase our collective impact, we also share specific stories about the real people whose lives have been transformed. This helps audiences better relate to our work and therefore inspires them to join our mission.

Clear and consistent. YWCA's writing shows clear connections between our advocacy and programmatic work as it relates to our larger mission and three Mission Impact Framework platforms. We also use a consistent tone of voice, along with consistent messaging points, to enhance clarity around these key platforms.

Honest and accurate. Integrity is a core value of YWCA's brand. We uphold continued trust by showcasing success metrics around our work, and also by using simple language that enhances transparency around our work. Our writing makes it easy for people to join our mission either through personal knowledge gained or through actionable next steps.

Inspirational and positive. YWCA deals with challenging issues, but our brand ultimately conveys optimism and positive momentum. We are making the world a better place to live, today and tomorrow. We show impact to inspire further support, and we end communications with clear calls to action. Join us.

WRITING TIPS & TRICKS

We must also create clear ways for audiences to engage with our work.

To do this we will:

Connect our work to current events. While we are proud of our history of impact, we build upon this—we don't rely on it. We use active voice to push forward our current agenda and to energize broader and younger audiences aligned to these issues.

Use calls to action. While it's important to educate audiences about our work, we must also offer clear ways for audiences to get involved. What is the goal and the aligned ask for each communication? Use each communication interaction as an opportunity to get people involved, and provide a clear call to action to advocate, participate or donate.

Use YWCA versus “the YWCA.” We speak about YWCA as a movement—something that people can become a part of—rather than as “the YWCA”—a place.

Refer to YWCA from a broad perspective. YWCA is a movement. We speak about ourselves as a collective, using words like “we” and “our work,” or “YWCA Branch Name/City” instead of “The YWCA in Name/City,” when referring to a particular association.

Show versus tell: People can't always relate to language around YWCA's key platforms. To emotionally connect with our audiences and deliver real impact, we must personalize our work and share specific success stories. These humanizing stories should be supported with data when appropriate.

NOTE: For all other grammar and copy needs not addressed here, please refer to the MLA style guidelines for research and white papers (including endnotes and citations) and AP style guide for all other matters (such as press releases, web copy and brochures).

COPY STYLE SAMPLES

Style Tips	On-Brand	Off-Brand
Be action-oriented.	YWCA is 56,784 team members strong, working every day to eliminate racism and empower women.	Throughout our history, YWCA has worked with about 60,000 members to pioneer race relations and empower women.
Be personable and personal.	[Jill] is just one of 122,483 women who was able to [make ends meet] because of our economic advancement program. [Continue on to explain impact on Jill's life.]	122,483 women and girls are rising through YWCA's empowerment and economic advancement programs.
Be clear and concise.	We share our positions on public policy and legislative decisions through our social media channels. Connect with us. [Insert social icons.]	YWCA's monitor trends and public policy/legislative decisions and provide information about the YWCA's positions through Facebook, Twitter and other social media.
Be honest and accurate.	YWCA tailors our programs to meet the unique needs of our communities, as aligned with three key platforms: racial justice & civil rights, empowerment & economic advancement of women and girls, and health & safety of women and girls.	Some YWCAs offers pools for families and physical fitness equipment for adults. Other YWCAs, meanwhile, offer programs around women's rights. YWCA is also starting to take on issues around racial justice.
Be inspirational and positive.	Wherever we go, over 120 countries, we are with women who share our values—25 million incredible women working every day to drive real change in the fight for equality.	Annually, 25 million women and their families meet, learn and grow at YWCAs in 122 countries. In the United States, YWCA efforts are focused on eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all people.

SOCIAL MEDIA SNAPSHOT

Social media channels offer a window into YWCA's culture. By giving YWCA a human voice, we strengthen relationships and provide greater visibility into our work. The chart below provides a snapshot of key benefits and considerations to keep in mind when developing messaging for social media channels.

	Blog	Facebook	Twitter	LinkedIn
Key Strength	Builds authenticity and authority	Builds community and reach	Real time	Professional and industry-related updates
Tone of Voice Category	Knowledgeable yet conversational	Savvy and inspiring	Active and bold	Formal and confident
Optimal Length	500 words	80 words or 250 characters	140 characters	250 characters

BRAND IDENTITY



OUR LOGO

Our identity represents the commitment and purpose of our organization. By applying it consistently, we will increase awareness and strengthen our image. The more together we are, the more substantial we become.

**eliminating racism
empowering women
ywca**

LOGO USE



PRIMARY LOGO

The primary logo is the preferred usage and should be applied in all contexts except for applications without sufficient contrast or reproduction capability.



SECONDARY LOGO

The secondary logo should only be used in black and white applications.



WHITE LOGO

The white logo should be used on simple photographic backgrounds where the primary and secondary logos do not offer sufficient contrast. Never place the logo over complex photography.

Note: White graphics are provided as transparent .png and .eps formats. These graphics will not display correctly until placed on a dark background.



LOGO SIZE AND SPACE

CLEAR SPACE

A minimum of “W” (the height of the “w” in the ywca logo) area around the logo should be observed. These size requirements should be followed for all logo applications.

MINIMUM SIZE

The preferred minimum print size for the logo is 1 inch wide. The preferred minimum screen size is 100 pixels wide.

For social media profile images and any special needs below the preferred minimum size (buttons, pins, pens, etc) use of the logo in all caps without the tagline is recommended. The preferred minimum print size for the logo without the tagline is .5 inch wide. The preferred minimum screen size is 36 pixels wide.

The logo should always be scaled proportionally, width/height.



eliminating racism
empowering women
ywca

1 Inch

eliminating racism
empowering women
ywca

100 Pixels

*For social media profile images and
special needs below 1 inch only*

YWCA

.5 inch

YWCA

36 Pixels

ASSOCIATION LOGO

ASSOCIATION NAME PLACEMENT

The association name should align to the left and be vertically spaced below the YWCA logo.

Always set the association name in the font **Source Sans Pro Bold** and the color **Persimmon**. Spacing from the bottom of the “y” to the top of the association name should match the line spacing the tagline.

If the association name is wider than the tagline you will need to make the text size smaller to fit.



Spacing from the bottom of the “y” to the top of the association name should match the line spacing the tagline.

When setting the size of the association name, match the height of the first letter to the height of the “l” in eliminating racism.

INCORRECT USE

Correct and consistent usage of YWCA's brand and logo are a requirement in YWCA bylaws.

Improper use of the logo compromises the integrity of our brand and makes legal protection more difficult.

These examples represent some of the possible misuses—careful consideration should be given to circumstances not illustrated in these examples.



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. The text 'eliminating racism' and 'empowering women' are in red, and 'ywca' is in a lighter red color, which is not the official brand color.

DO NOT alter elements of the logo



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. The text 'eliminating racism' and 'empowering women' are in green, and 'ywca' is in blue, which are not the official brand colors.

DO NOT alter color of the logo



DO NOT place logo in another shape



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. The text 'eliminating racism' and 'empowering women' are in red, and 'ywca' is in red with a drop shadow effect, which is not the official style.

DO NOT add a drop shadow or add a filter effect



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. The text 'eliminating racism' and 'empowering women' are in red, and 'ywca' is in red, but the proportions are distorted, making it look stretched.

DO NOT distort the proportions of the logo



ywca

The logo is crossed out with a diagonal line. Only the 'ywca' text is shown in red, while the tagline 'eliminating racism empowering women' is missing.

DO NOT remove elements of the logo



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. It is an older version of the logo, with the tagline 'eliminating racism empowering women' in a smaller font size and the 'ywca' text in a different style.

DO NOT use old versions of the logo



eliminating racism
empowering women
ywca

The logo is crossed out with a diagonal line. It is an older version of the logo, with the tagline 'eliminating racism empowering women' in a smaller font size and the 'ywca' text in a different style.

DO NOT use old versions of the logo

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

PRIMARY STACKED LOCKUP

The stacked lockup is the primary lockup and should be used whenever possible. *Minimum size: .75" wide*

YWCA IS ON
A MISSION

ALTERNATE STACKED HORIZONTAL LOCKUP

This lockup should only be used when the stacked and horizontal versions do not work well within the layout dimensions.
Minimum size: 1" wide

YWCA IS ON A MISSION

HORIZONTAL LOCKUP

The horizontal lockup is to be used for layouts where the height is limited.
Minimum size: 1.5" wide

SPANISH VERSIONS

YWCA
TIENE UNA
MISION

Minimum size: .75" wide

YWCA TIENE
UNA MISION

Minimum size: 1" wide

YWCA TIENE UNA MISION

Minimum size: 1.5" wide

TYPOGRAPHY

Use this example as a guide for styling text.

HEADLINE:

Avenir Next LT Pro Heavy

ADVANCING OUR MISSION

DECK/HEADLINE 2:

Source Sans Pro Regular

To advance YWCA's mission, local YWCAs throughout the country offer services and programs in three key areas:

BODY COPY:

Source Sans Pro Regular

Racial Justice and Civil Rights, Empowerment and Economic Advancement of Women and Girls, and Health and Safety of Women and Girls. We are proud of the breadth and depth of our programs as well as our continued impact.

SUBHEADING:

Source Sans Pro Semibold

YWCA SUPPORTS 25 MILLION WOMEN AND GIRLS IN OVER 120 COUNTRIES.

BROWSER SAFE FONTS

Use only when Avenir Next LT Pro Heavy and Source Sans Pro are not available.

HEADLINE - **Arial Black**

HEADLINE 2 - **Arial Bold**

BODY COPY - **Arial Regular**

Note: You will need to download and install the fonts before opening the design templates.

FONT DOWNLOAD INSTRUCTIONS

Avenir Next LT Pro Heavy can be purchased and downloaded at fonts.com

Source Sans Pro can be downloaded for free at google.com

FONT INSTALLATION INSTRUCTIONS

[Windows Instructions](#) | [Mac Instructions](#)

COLOR PALETTE

Our color palette should always be bright, crisp and optimistic. Persimmon is a critical brand signal that should never be overpowered or replaced by other colors. Persimmon (dominant color), white and black is the primary color palette we identify with. The use of gray (or shades of gray—10-90% black) should be limited to applications where additional color/tone is necessary to support effective communication.

PRIMARY COLORS

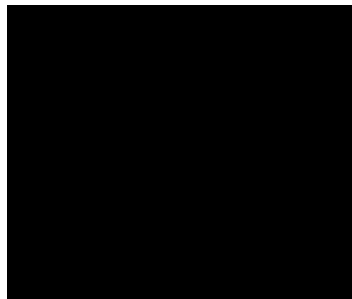
PERSIMMON

Pantone 172 C
C:0 M:87 Y:100 K:0
R:250 G:70 B:22
HEX:#FA4616



BLACK

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX:#KKKKKK



WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#FFFFFF



SECONDARY COLORS

GRAY

Pantone Cool Gray 5
C:0 M:0 Y:0 K:34
R:189 G:189 B:189
HEX:#CCCCCC



CHARTS AND GRAPHS

This additional palette of colors is to help make charts and graphs clearer and more readable. Please continue to use the primary colors for all other materials.



Persimmon

R-250 G-70 B-22
C-0 M-87 Y-100 K-0



R-52 G-77 B-92
C-83 M-61 Y-47 K-30



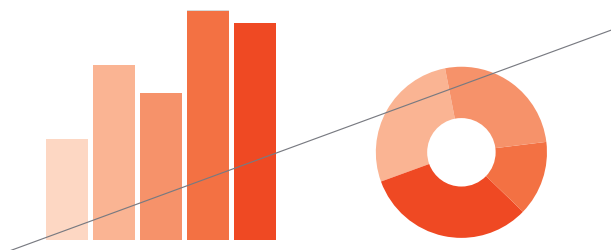
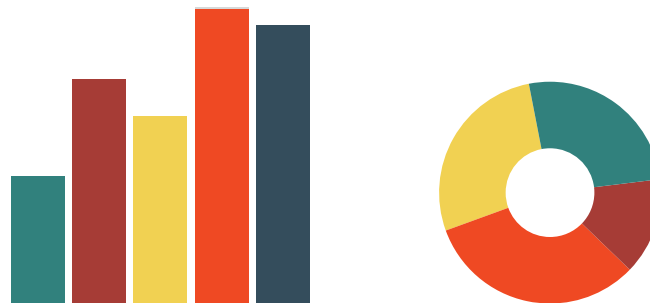
R-241 G-209 B-82
C-6 M-14 Y-80 K-0



R-166 G-60 B-54
C-24 M-87 Y-82 K-17



R-49 G-128 B-125
C-84 M-40 Y-56 K-0



DO NOT use various tones of persimmon or orange to create charts and graphs

PHOTOGRAPHY: EMPOWERED WOMEN

Iconic portraits of women should feel authentic and communicate positive emotion.

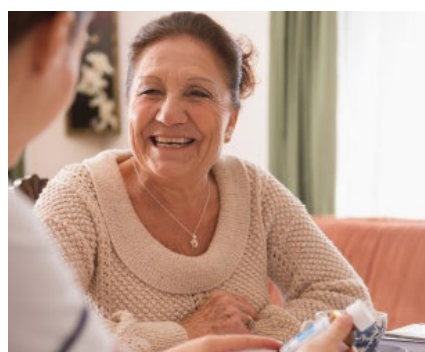
Note: These headshots are available at no cost to local associations as part of the YWCA Brand Materials.



PHOTOGRAPHY: COMMUNITY IN ACTION

Images of people engaged in activity should feel candid and communicate our connection to the community.

Note: This photo gallery illustrates the overall look and feel that should be reflected within YWCA photography. Whether taken in the field at local YWCAs or purchased from a stock photography site, YWCA photography should represent this style and quality. These stock images are available for purchase at: [Veer](#) | [Getty](#) | [ColorStock](#)



A woman with dark hair and a red sweater is positioned on the right side of the frame. The background is a solid orange color with large, light-orange geometric shapes, including a large 'A' and a vertical rectangle. The text 'BRAND APPLICATION' is written in a bold, white, sans-serif font across the lower left portion of the image.

BRAND APPLICATION

The design samples on the following pages are intended to demonstrate a look, feel and consistency that should be reflected in all YWCA communications. These design samples illustrate the consistent use of easily identifiable YWCA brand elements.

The templates outlined on the following pages should always be used when appropriate to the communication type. Any additional marketing needs not addressed in these guidelines should maintain this look and feel.

UNDERSTANDING FILE FORMATS

Key layouts for the YWCA brand have been provided in the file formats required for production.

Please review these formats to understand how to best utilize the templates:

FILE TYPE: EPS

File Extension: .eps

Resolution: Vector

Attributes: Highest quality—infinately scalable—preferred file format for vendors, best format for spot color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

FILE TYPE: JPEG

File Extension: .jpg

Resolution: Print - 300 dpi, Digital - 72 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include word processing and digital.

FILE TYPE: PNG

File Extension: .png

Resolution: Print - 300 dpi, Digital - 72 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include word processing and digital.

FILE TYPE: DOC, MICROSOFT WORD

File Extension: .doc (Windows), .docx (Mac)

Resolution: Print - 300 dpi, Digital - 72 dpi

Attributes: Used for updating digital stationery and layouts in-house.

FILE TYPE: PSD, ADOBE PHOTOSHOP

File Extension: .psd

Resolution: Print - 300 dpi, Digital - 72 dpi

Attributes: Used for editing raster (pixel based) artwork.

FILE TYPE: INDD, ADOBE INDESIGN

File Extension: .indd, .idml (CS4 and later)

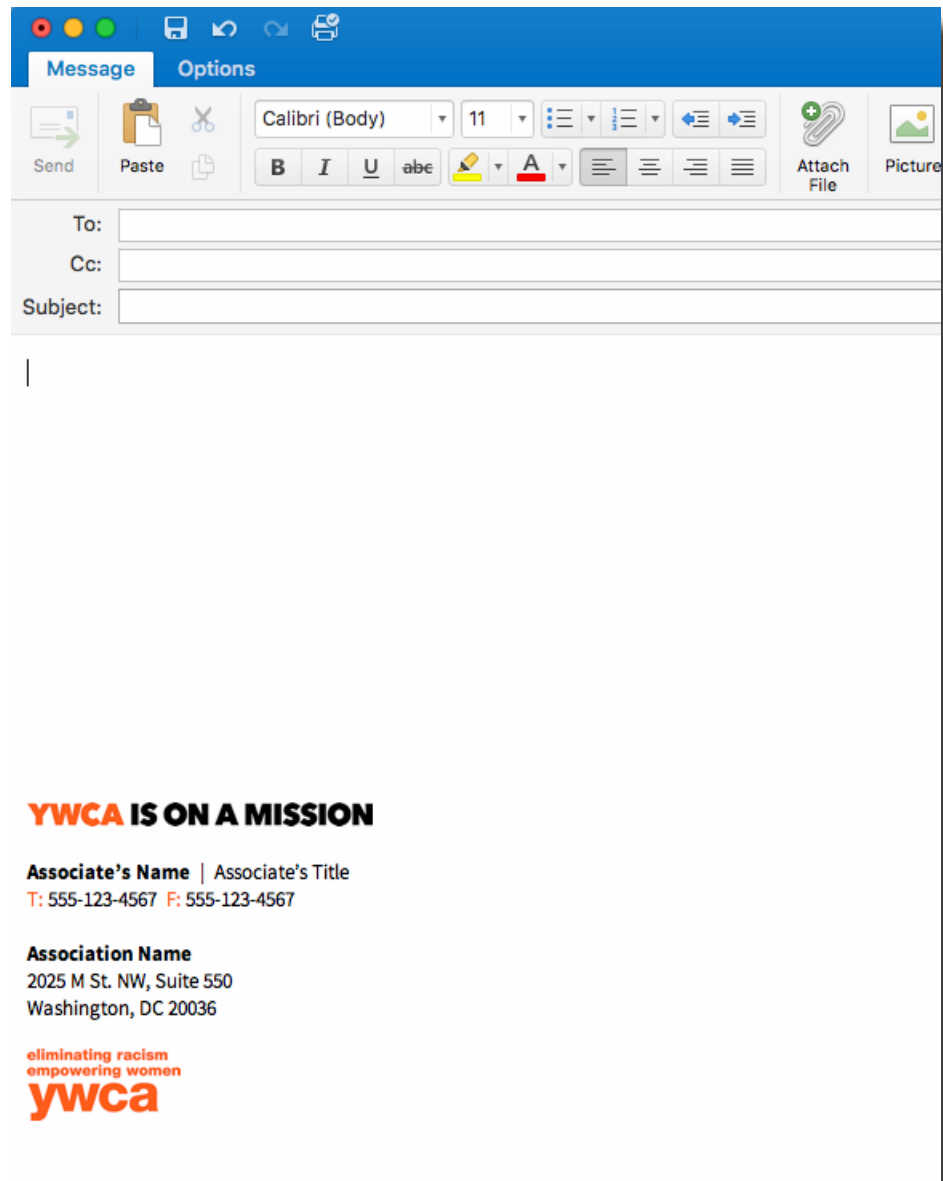
Resolution: Print - 300 dpi

Attributes: Used for designing and editing complex print layouts for offset printing.

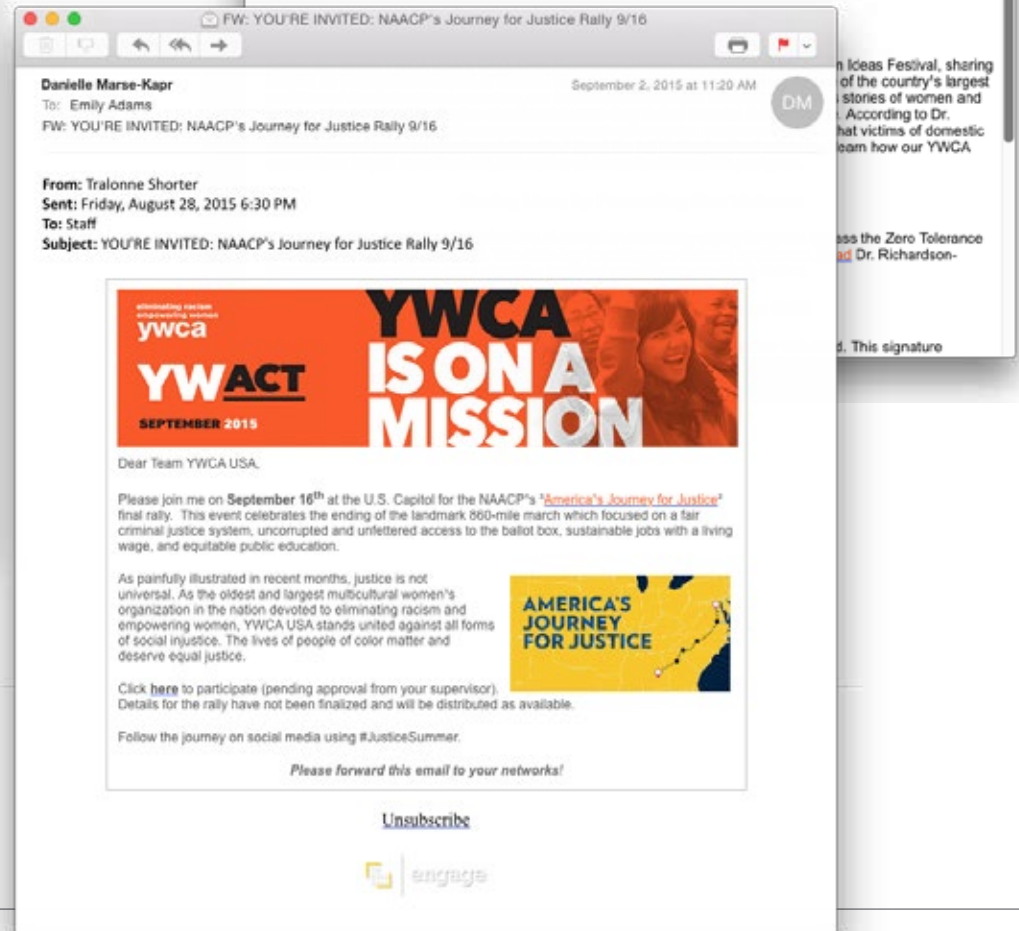
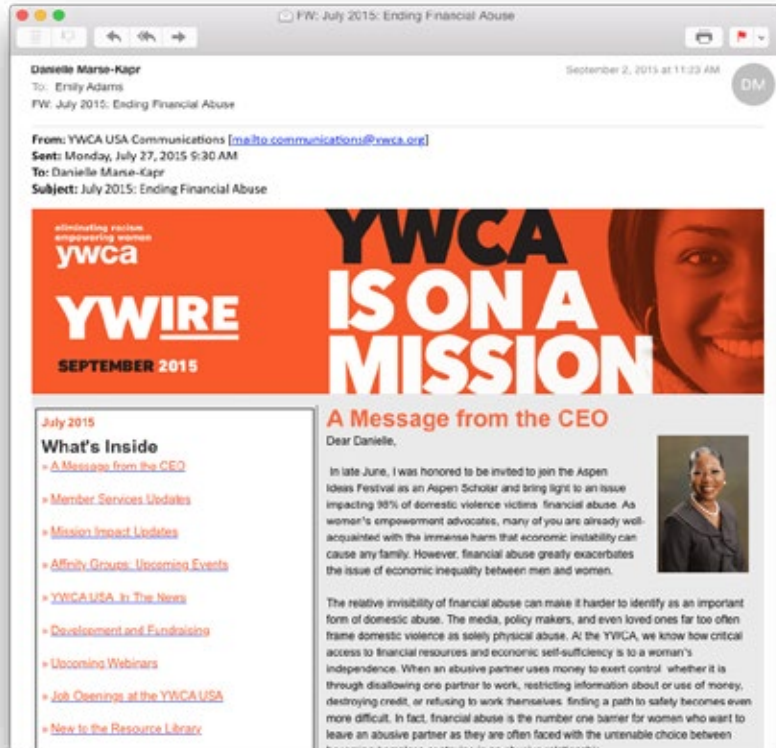
STATIONERY



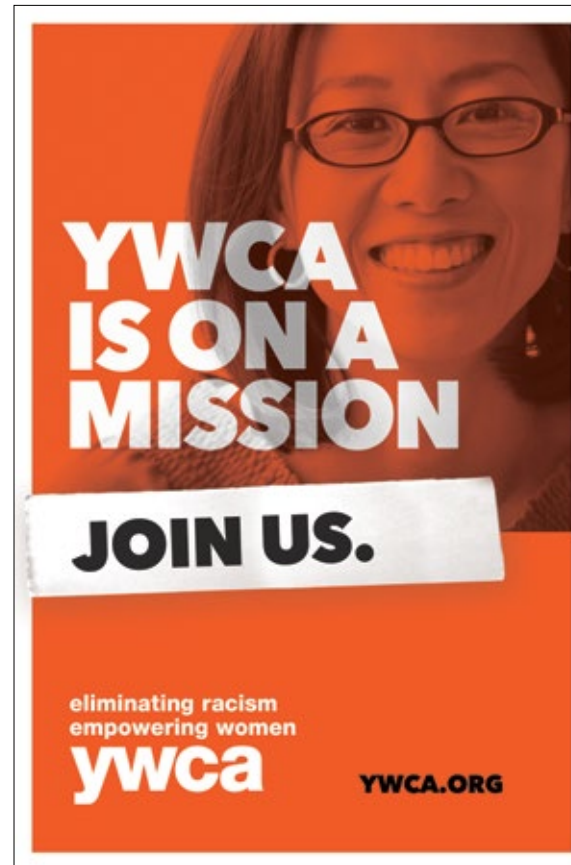
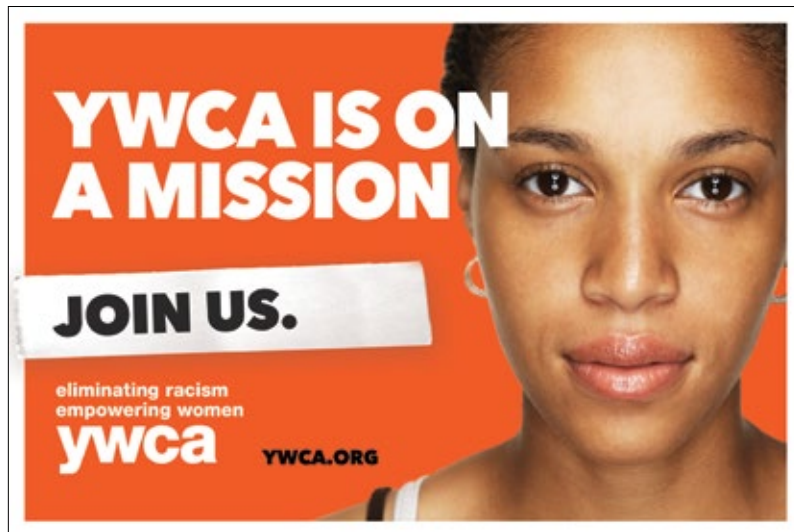
EMAIL SIGNATURE



EMAIL TEMPLATES



BANNER LAYOUTS





Billboard advertisement for YWCA. The top half features a close-up portrait of a woman with dark skin and short hair, looking directly at the camera. The background is a solid orange color. The text "YWCA IS ON A MISSION" is written in large, white, bold, sans-serif capital letters across the top. Below this, a white horizontal band contains the text "JOIN US." in bold, black, sans-serif capital letters. The bottom half of the billboard is orange and contains the text "eliminating racism" and "empowering women" in a smaller, white, sans-serif font. Below this is the "ywca" logo in white, lowercase, bold, sans-serif letters. In the bottom right corner, the website "YWCA.ORG" is written in black, sans-serif capital letters.

YWCA IS ON A MISSION

JOIN US.

eliminating racism
empowering women

ywca

YWCA.ORG



Billboard advertisement for YWCA. The top half features a close-up portrait of a woman with light skin and glasses, smiling. The background is a solid orange color. The text "YWCA IS ON A MISSION" is written in large, white, bold, sans-serif capital letters across the top. Below this, a white horizontal band contains the text "JOIN US." in bold, black, sans-serif capital letters. The bottom half of the billboard is orange and contains the text "eliminating racism" and "empowering women" in a smaller, white, sans-serif font. Below this is the "ywca" logo in white, lowercase, bold, sans-serif letters. In the bottom right corner, the website "YWCA.ORG" is written in black, sans-serif capital letters.

YWCA IS ON A MISSION

JOIN US.

eliminating racism
empowering women

ywca

YWCA.ORG



YWCA
IS ON A
MISSION

JOIN US.

eliminating racism
empowering women
ywca **YWCA.ORG**



**YWCA IS ON
A MISSION**
eliminating racism
empowering women
ywca

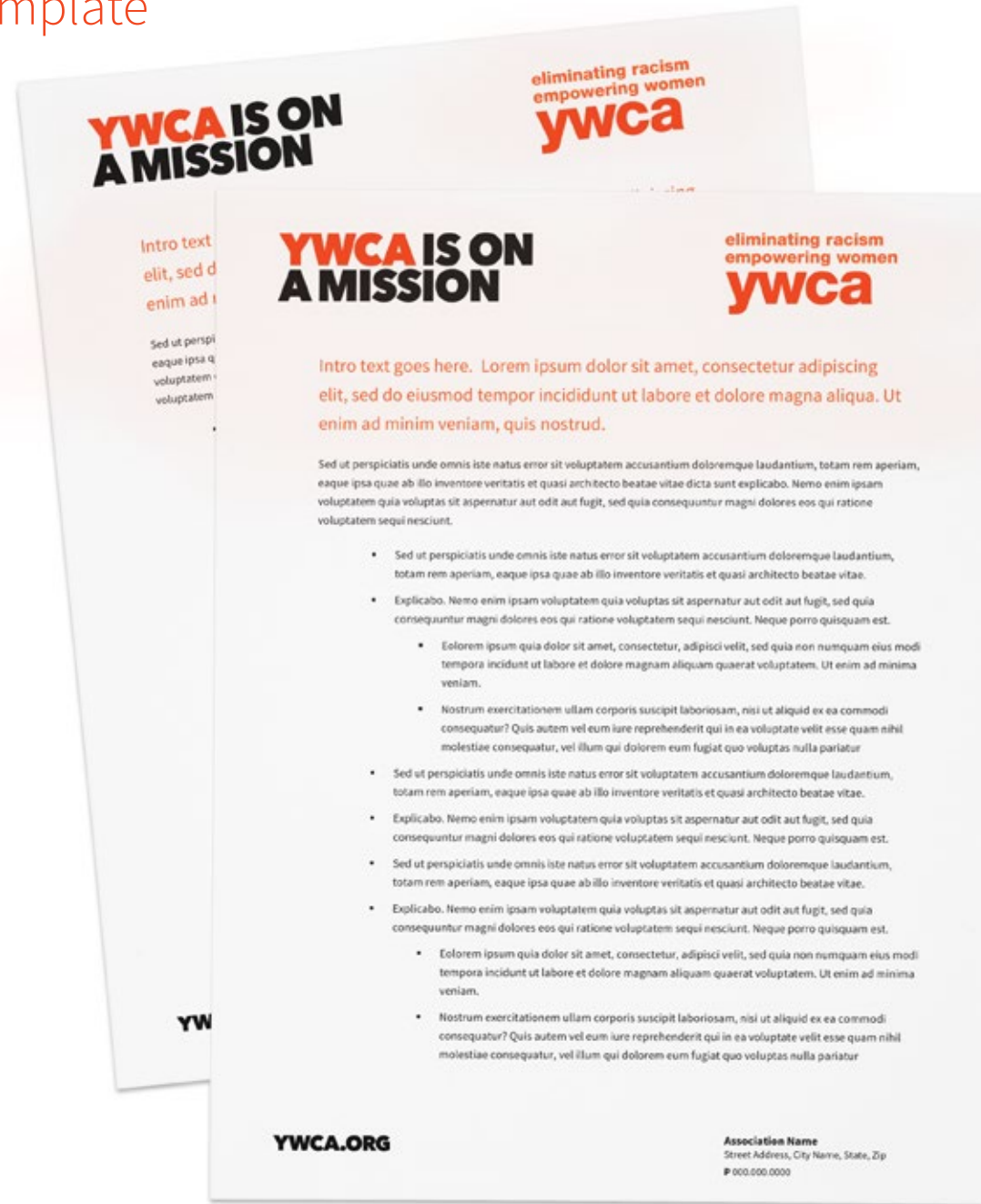
**YWCA IS ON
A MISSION**
eliminating racism
empowering women
ywca

Y W C A

YWCA
IS ON A
MISSION



General Document Template



MISSION PRINT ADS



**YWCA
IS ON A
MISSION**

Eliminating Racism, Empowering Women,
Standing Up for Social Justice, Helping
Families and Strengthening Communities.

JOIN US.

Find your YWCA at www.ywca.org

On social media as YWCA USA

eliminating racism
empowering women
ywca



**YWCA
IS ON A
MISSION**

Eliminating Racism, Empowering Women,
Standing Up for Social Justice, Helping
Families and Strengthening Communities.

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Find your YWCA at www.ywca.org

On social media as YWCA USA

eliminating racism
empowering women
ywca

PROGRAM PRINT ADS



SAMPLE LAYOUT STYLE



SAMPLE BROCHURE



MISSION DIGITAL ADS



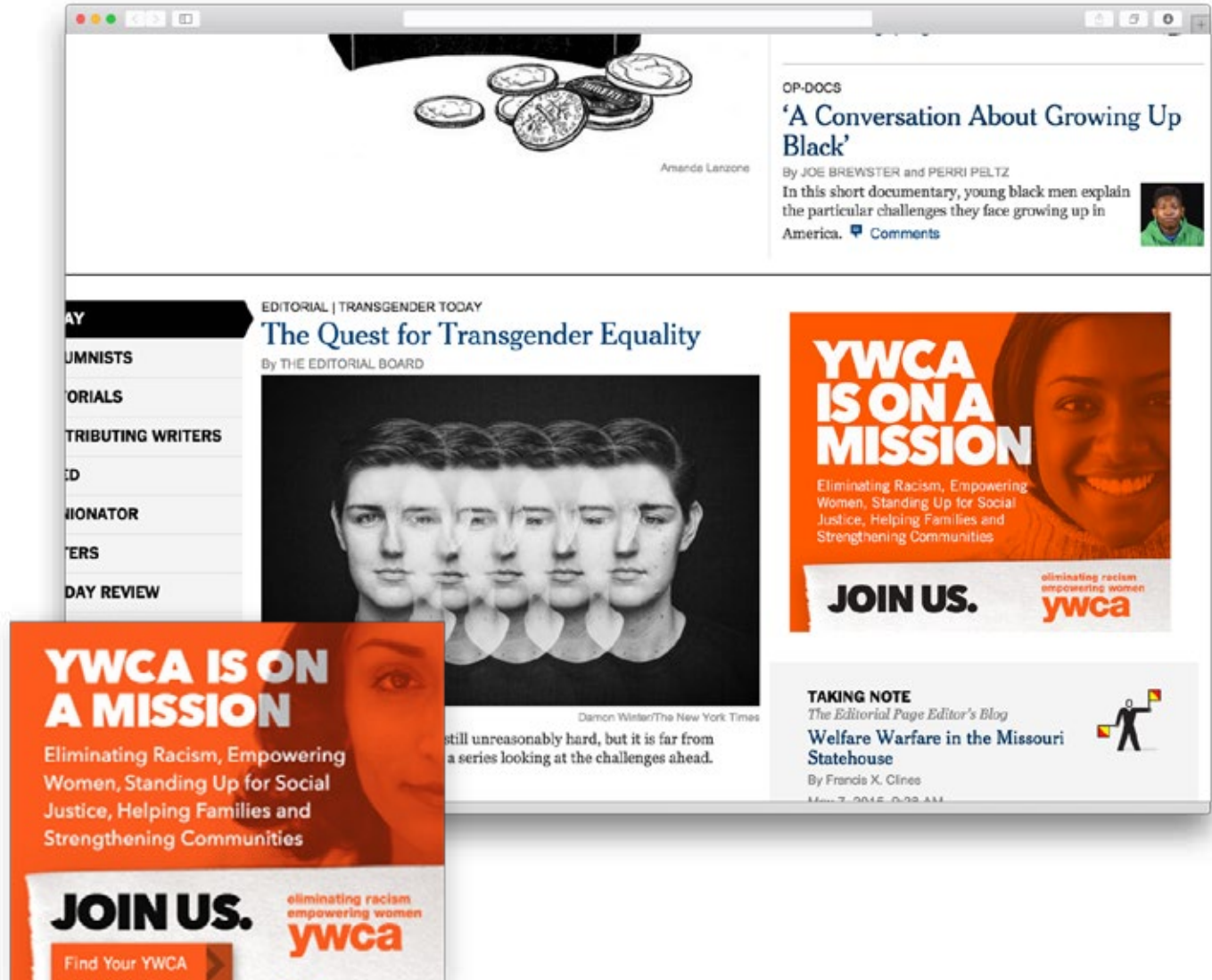
**YWCA
IS ON A
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Eliminating Racism,
Empowering Women,
Standing Up for Social Justice,
Helping Families and
Strengthening Communities

JOIN US.

eliminating racism
empowering women
ywca

Find Your YWCA >



OP-DOCS
'A Conversation About Growing Up Black'
By JOE BREWSTER and PERRI PELTZ
In this short documentary, young black men explain the particular challenges they face growing up in America. [Comments](#)

EDITORIAL | TRANSGENDER TODAY
The Quest for Transgender Equality
By THE EDITORIAL BOARD

YWCA IS ON A MISSION

Eliminating Racism, Empowering Women, Standing Up for Social Justice, Helping Families and Strengthening Communities

JOIN US. eliminating racism empowering women **ywca**

TAKING NOTE
The Editorial Page Editor's Blog
Welfare Warfare in the Missouri Statehouse
By Francis X. Clines
MAY 7, 2015, 9:23 AM

YWCA IS ON A MISSION

Eliminating Racism, Empowering Women, Standing Up for Social Justice, Helping Families and Strengthening Communities

JOIN US. eliminating racism empowering women **ywca**

Find Your YWCA >

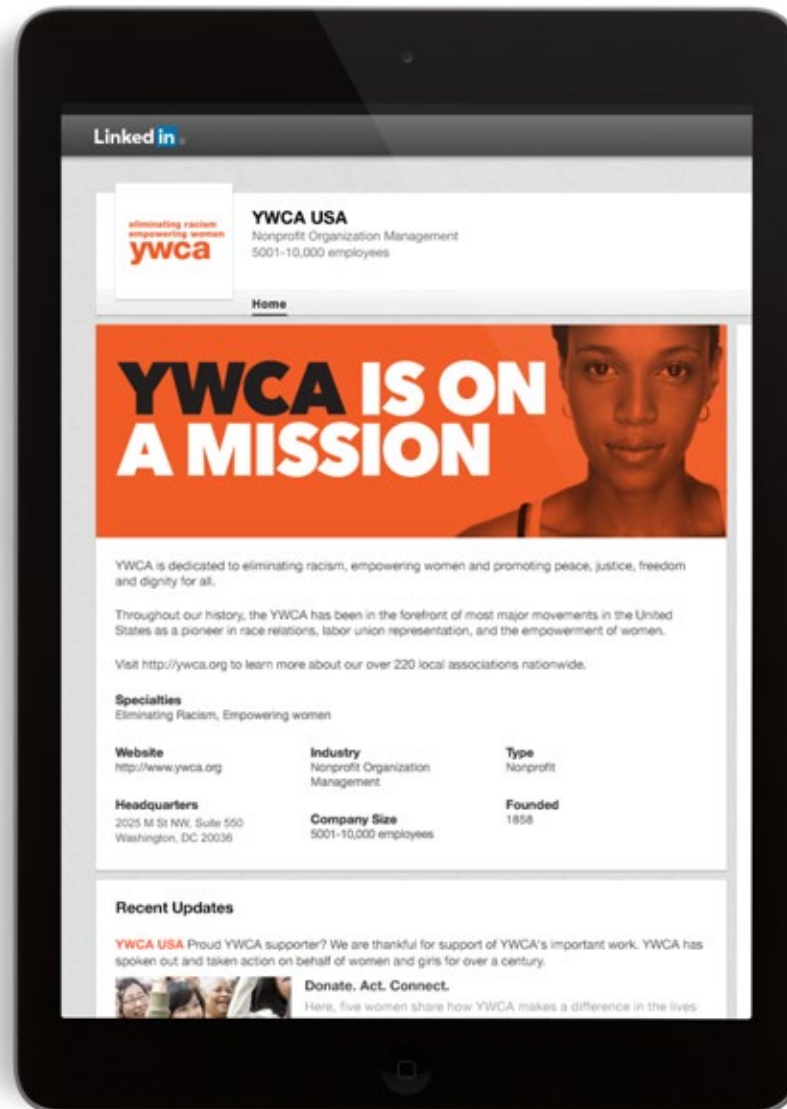
POWERPOINT



SOCIAL MEDIA



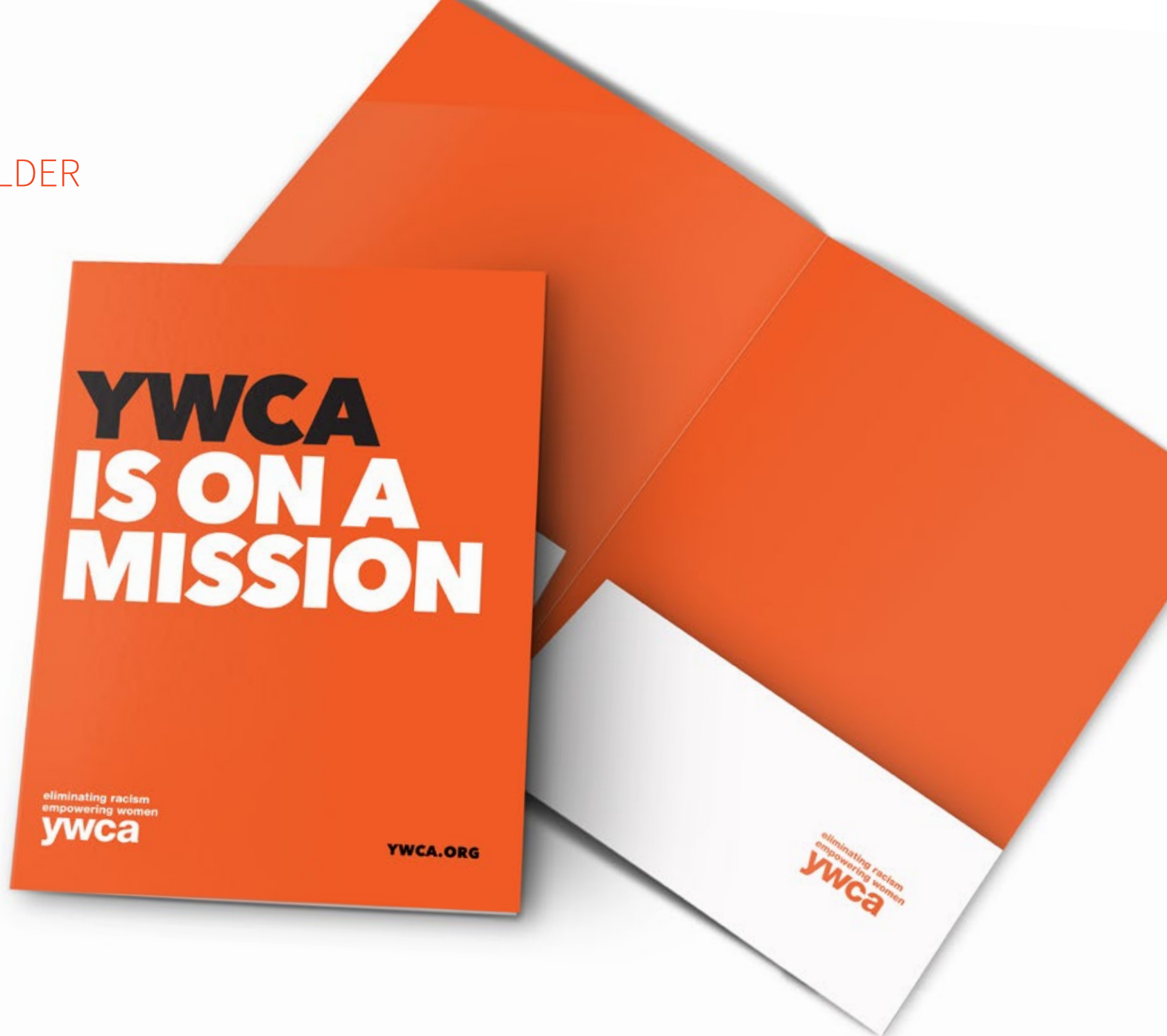
SOCIAL MEDIA



POCKET FOLDER



POCKET FOLDER



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