

# WHERE'S OUR LOGO?

## Graphic Standards Elements for Your Organization's Master File

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### STEP ONE: SET UP A SHARED "MASTER FILE"

- File path to your shared folder, backups, flash drive, etc. – cloud-based is even better (Dropbox, Google Drive)
- Who/what agency made your logo? What is their contact information?
- What is the official name you'll use with the public? Are there acronyms?
- What is your tagline & what are the rules for when it's used?

### LOGOS – It's helpful to have a lot of different versions/sizes ready!

- Vector format (.AI or .EPS) – this is the ORIGINAL, scalable art
- Color and black/white versions + options for dark background in various sizes/resolutions of .png's (transparent backgrounds) and .jpeg's
- Are there any size restrictions/rules? Variations on the logo?
- A variation formatted for social media that will work in a square

### COLORS – consider fonts, logos, backgrounds, etc.

- HEX Codes
- CMYK Colors (for print)
- RGB (for screen)
- Pantone (PMS) swatches

### FONTS

- Include notes on applicable colors and point sizes, and how they should relate to each other proportionately
- Name/examples of title, header & body fonts
- When and how to use italics/bold body styles
- Actual font files with licenses should go in the shared folder

### BONUS ITEMS!

- Letterhead Saved in Word (I like headers/footers)
- Link, screenshot, or PDF of color palette
- Master files for other print items (formal letterhead, business cards, promotional items, etc.) and a spreadsheet with the contacts, file links, etc. for reordering each one
- A separate spreadsheet with contacts, extensions, e-mails, and online account information for low-risk community accounts (example: access to a Staples wish list for office supplies – and you could list the weird number for your printer cartridges!)
- File with stock photos, edited images ready for social media, seasonal Facebook banners, etc.
- Social Media Editorial Calendar

### RESOURCES THAT MAY HELP:

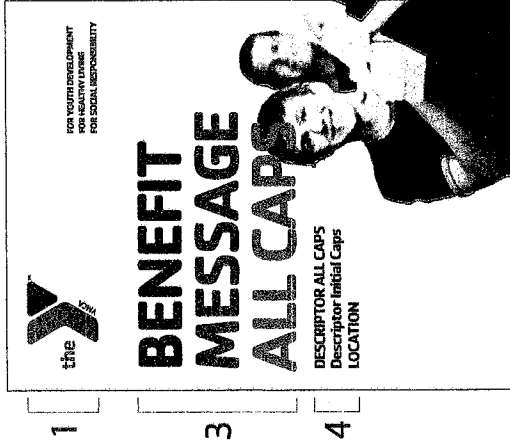
- [www.colourlovers.com](http://www.colourlovers.com) – determine or design a color palette & codes (you can upload your logo and it'll figure it out!)
- [www.canva.com](http://www.canva.com) – easy, accessible graphic design for everyone
- [www.myfonts.com/WhatTheFont/](http://www.myfonts.com/WhatTheFont/) - you can figure out what fonts are in your logo (or anything!) by uploading a photo and following the steps

# OUR LOOK



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## 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, more than words to bring our cause to life, its basic elements—**logo, font/typography, color palette, imagery and layout**—are the building blocks for consistency 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 deliver lasting 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 **benefits statement and image** 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.

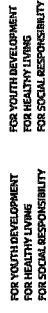
We all know what makes the Y great. Our new visual system will help others see it as well.

**Logo variation**  
Our new logo adds vibrancy to our identity. When designing, you can choose from the seven logo versions below; these are the only acceptable versions of our logo. Make sure to use a variety of logo colors in your Y location, and use the knockout and black versions only when necessary. Also, do not assign 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.



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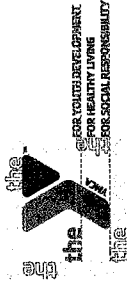
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### Clear space/areas of focus

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word "the" in the logo. Also shown is the preferred relationship of the logo to the areas of focus.

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### Font/typography

Typography gives our words a distinct look and feel. It should run Cacher et Verdana exclusively on all non-press outlets to websites to brochures, Canva, as our primary font. Should you require alternate and external materials, for online applications or instances in which Canva font is not available, use Verdana.

Primary font

Cacher

Electronic / system font

Verdana

Black  
#000000/100% opacity/0.000000

Medium  
#000000/75% opacity/0.000000

Light  
#000000/50% opacity/0.000000

Regular  
#000000/100% opacity/0.000000

Light  
#000000/75% opacity/0.000000

Medium  
#000000/50% opacity/0.000000

Light  
#000000/25% opacity/0.000000

Medium  
#000000/100% opacity/0.000000

Light  
#000000/75% opacity/0.000000

Medium  
#000000/50% opacity/0.000000

Light  
#000000/25% opacity/0.000000

### Color palette

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

Light	Medium	Dark
C70 M0 Y30 K0 R16 B184 B190 PMS 1972-C PMS 3258-C	C58 M0 Y55 K0 R16 B184 B190 PMS 1972-C PMS 3258-C	C100 M35 Y55 K0 R0 G107 B107 PMS 3258-C
C100 M0 Y0 K0 R100 B174 B235 PMS Process Open C	C100 M30 Y0 K0 R100 B174 B235 PMS Process Open C	C100 M65 Y0 K0 R0 G107 B107 PMS 661-C
C20 M100 Y0 K0 G146 B122 B141 PMS 233-C	C54 M100 Y0 K0 G146 B122 B141 PMS 233-C	C100 M100 Y0 K0 G146 B122 B141 PMS 233-C
C0 M48 Y100 K0 R241 G69 B49 PMS 156-C	C0 M48 Y100 K0 R241 G69 B49 PMS 156-C	C38 M100 Y100 K0 R189 G46 B49 PMS 2415-C
C0 M48 Y100 K0 R241 G69 B49 PMS 156-C	AmiChA PMS 485-C	AmiChA PMS 1807-C
C0 M48 Y100 K0 R252 G175 B23 PMS 137-C	C0 M48 Y100 K0 R252 G175 B23 PMS 137-C	C10 M40 Y100 K0 R221 G88 B40 PMS 258-C



Silhouette



Imagery with a background



Illustration