



the



YMCA

FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MAXIMIZE YOUR IMPACT

**Building Effective, Branded  
Promotional Materials**

**YMCA OF CENTRAL OHIO**

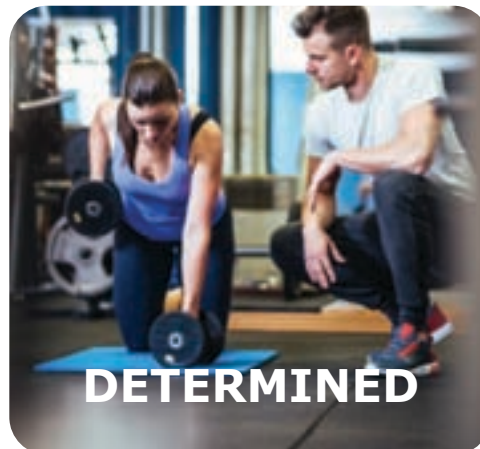
Maintaining a consistent

# **Voice and Look**

within the YMCA visual system  
is key to communicating  
our message with  
members and the community.

# THE VOICE

We want to demonstrate that we are:



# THE VOICE

*Create a message that matters*

## BENEFIT STATEMENTS →

- Cachet Bold font
- ALL CAPITAL LETTERS
- Brand Colors corresponding with *left* side of logo in use

**the Y** THE YOUTH DEVELOPMENT ORGANIZATION OF THE "GREAT AMERICAN CENTERS"

# GREAT WAY TO START YOUR DAY

## Breakfast Club

### ANY CENTER YMCA

Join us for our first Breakfast Club meeting! Try some delicious food and enjoy time with friends! We'll be demonstrating healthy recipes and other techniques key to eating better.

**October 17, 9 am**  
**\$5 donation**

**CONTACT**  
Alison Coffin: [acoffin@ymcaofcolumbus.org](mailto:acoffin@ymcaofcolumbus.org)

**ANY CENTER YMCA**  
124 N. High St., Columbus, OH 43215  
614.278.1137 • 614.281.3706 • [www.ymca.org](http://www.ymca.org)



THE YOUTH DEVELOPMENT  
CORPORATION OF THE  
CENTRAL AREA

# GREAT WAY TO START YOUR DAY

**Breakfast Club**  
**ANY CENTER YMCA**

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ANY CENTER YMCA  
1324 Main St., Columbus, OH 43115  
614.437.1137 FAX 614.437.3706 [www.ymca.org](http://www.ymca.org)



**BENEFIT STATEMENT**

**PROGRAM/EVENT name**

**FULL BRANCH/LOCATION name**

**Body text**

# THE VOICE

## Program/Event

- Cachet Bold font
- Uppercase & Lowercase Letters
- Brand Colors corresponding with *upper right* side of logo in use

## FULL Branch/Location

- Cachet Bold font
- ALL CAPITAL LETTERS
- Brand Colors corresponding with *upper right* side of logo in use



The flyer features the YMCA logo in the top left corner. The main headline reads "GREAT WAY TO START YOUR DAY" in large, bold, red and orange letters. Below this, it says "Breakfast Club" in orange and "ANY CENTER YMCA" in red. A red box contains the date and time "October 17, 9 am" and the cost "\$5 donation". A photograph of waffles with butter and strawberries is on the right. The bottom left contains contact information for Alison Coffin.

**the Y**

**GREAT WAY  
TO START  
YOUR DAY**

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1324 Main St., Columbus, OH 43110  
614.478.1137 FAX: 614.781.3706 [www.ymca.org](http://www.ymca.org)

# THE VOICE

## Body text

- Minimal amount
- Call out most important info (dates, times) in rounded box
- Cachet Book is main font
- Cachet Bold or Cachet Medium to bold text (avoid bold button)
- Contact info and website



**the Y**

THE GREAT ORGANIZATION  
OF THE  
YOUNG MEN

# GREAT WAY TO START YOUR DAY

## Breakfast Club

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614.276.1137 FAX 614.281.3706 [www.ymca.org](http://www.ymca.org)



# THE LOOK

We communicate the YMCA Voice by the proper use of:



## Cachet

*We know what makes the Y great. Visuals should help others see that!*



# THE LOOK

## WHERE TO FIND...

- **Logo & Areas of Focus:** [on the Wiki](#)
- **Brand Colors:** [on the Wiki](#)
- **Cachet:** [on the Wiki](#)  
(you may need assistance from [it@ymcacolumbus.org](mailto:it@ymcacolumbus.org) in order to install on your computer)
- **Visuals:** [Y-USA's Brand Resource Center](#)

If you can't find anything on the BRC that will work, email [marcomm@ymcacolumbus.org](mailto:marcomm@ymcacolumbus.org), and our team can search our resources.

