YMCA North's

Brand
Story

Our Architecture .1

YMCA operates within a branded house architecture

This approach provides a forward-looking brand framework that reflects the vibrancy and cultural diversity of our organisation and the customers we serve.

Furthermore, a branded house strategy allows us to unify our products and services cohesively, under the Y masterbrand.
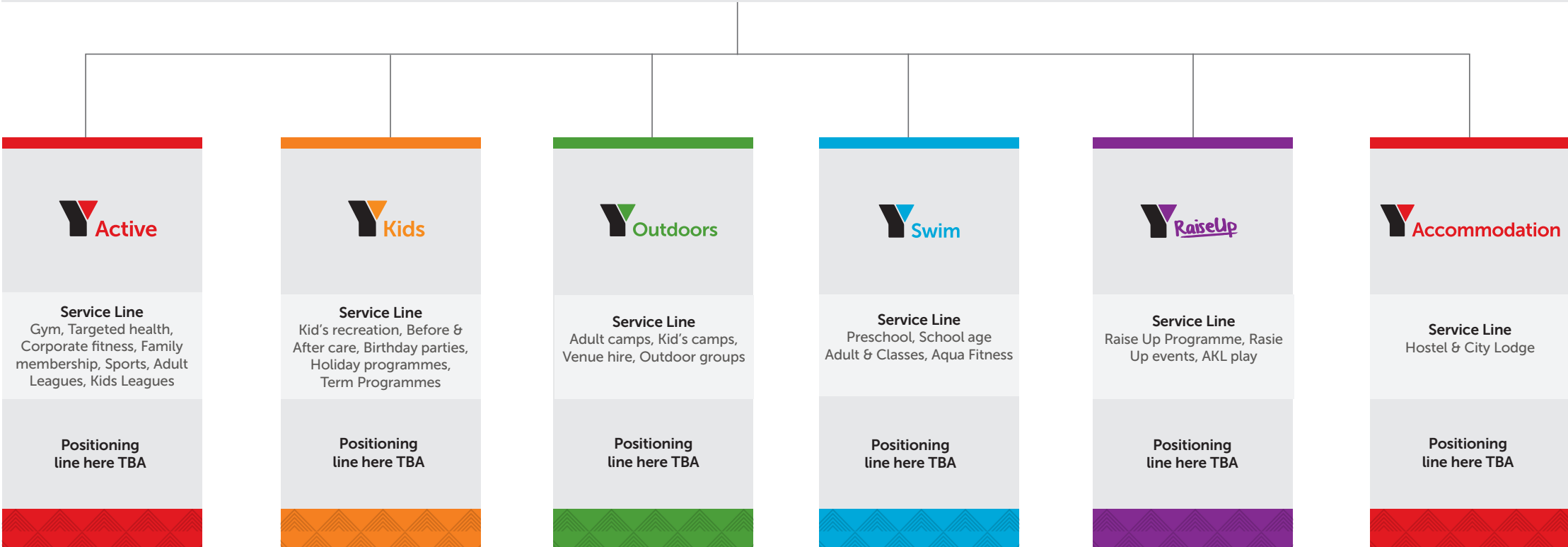
Master brand

Active

Kids

Swim

RaiseUp

Outdoors

Accommodation
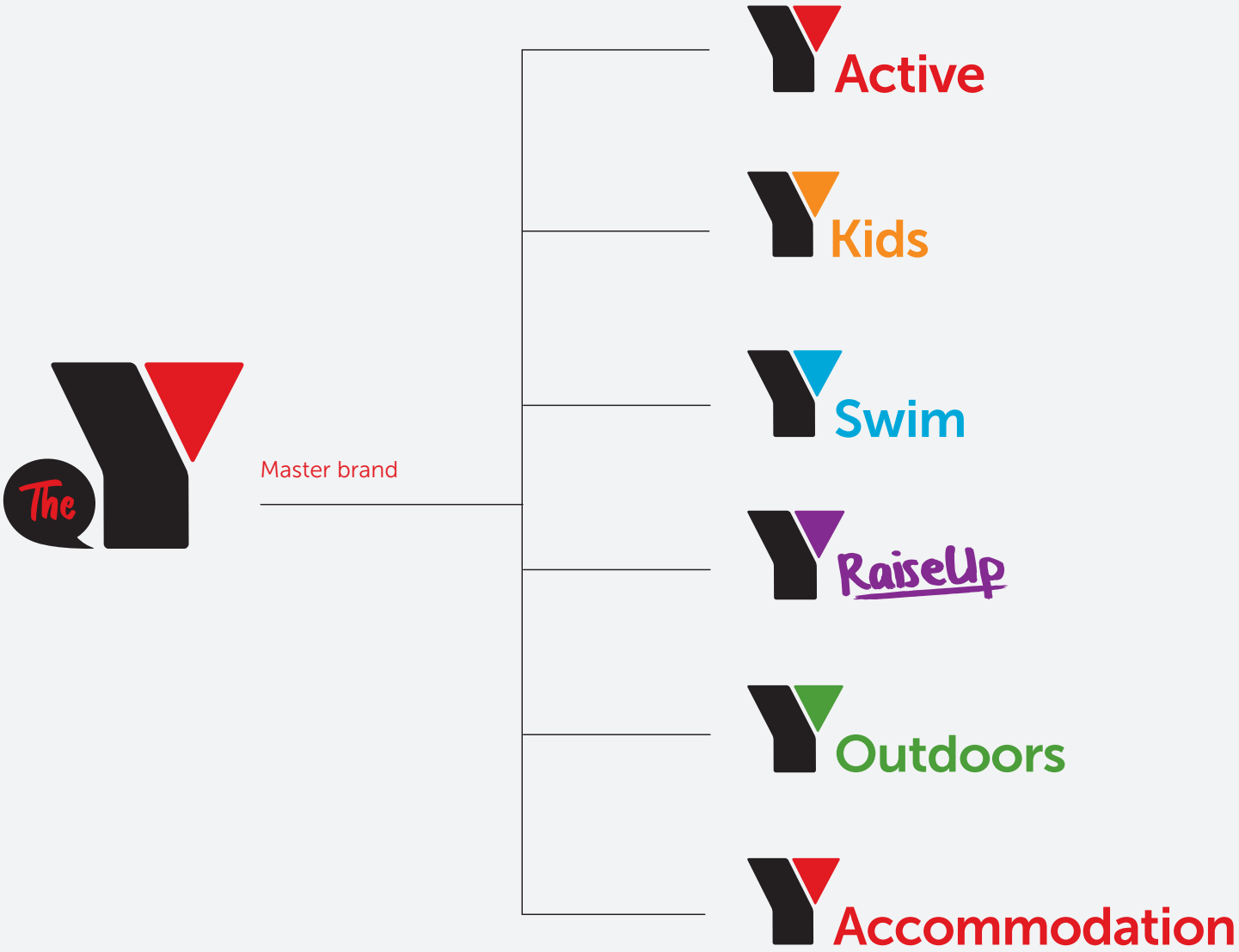
Brand Extensions (Service Lines)

Our Architecture .2

Our Masterbrand logo represents our core identity. The logo has been redeveloped while still paying homage to our past, our foundations and our history - The revisions deliver a functional, contemporary logo that will modernises our masterbrand and support the branded house strategy across all products and service areas. The triangle is our core graphic device and remains centre to our masterbrand and service line identities.

Active
Service Line
Gym, Targeted health, Corporate fitness, Family membership, Sports, Adult Leagues, Kids Leagues

Positioning
line here TBA

Kids
Service Line
Kid's recreation, Before & After care, Birthday parties, Holiday programmes, Term Programmes

Positioning
line here TBA

Outdoors
Service Line
Adult camps, Kid's camps, Venue hire, Outdoor groups

Positioning
line here TBA

Swim
Service Line
Preschool, School age Adult & Classes, Aqua Fitness

Positioning
line here TBA

RaiseUp
Service Line
Raise Up Programme, Rasie Up events, AKL play

Positioning
line here TBA

Accommodation
Service Line
Hostel & City Lodge

Positioning
line here TBA

These are the brand service lines that willl help consumers understand the range of products and services we provide. They will only ever appear with the "Y" logo, ensuring customers grow to learn that they are all part of the Y family of brands. We will use them to help cross promote to current and new customers.

Our Logo

Our Masterbrand logo represents our core identity. The logo has been redeveloped while still paying homage to our past, our foundations and our history.

The revisions deliver a functional, contemporary logo that will modernises our masterbrand and support the branded house strategy across all products and service areas.

Application of this logo should be appplied to internal and external documents and communications, B2B sales marketing (Schools & corporates etc), central product cross-sell campaigns or brand awareness campaigns.

Our Icon

The triangle is taken from the "Y logo" and is our core graphic device and remains centre to our masterbrand and service line identities.

Treatment of the triangle is inspired by the patterns found in the traditional Maori art form of Tuktuku Panels. These panels are decorative patterns that line the walls of wharenui (meeting house).
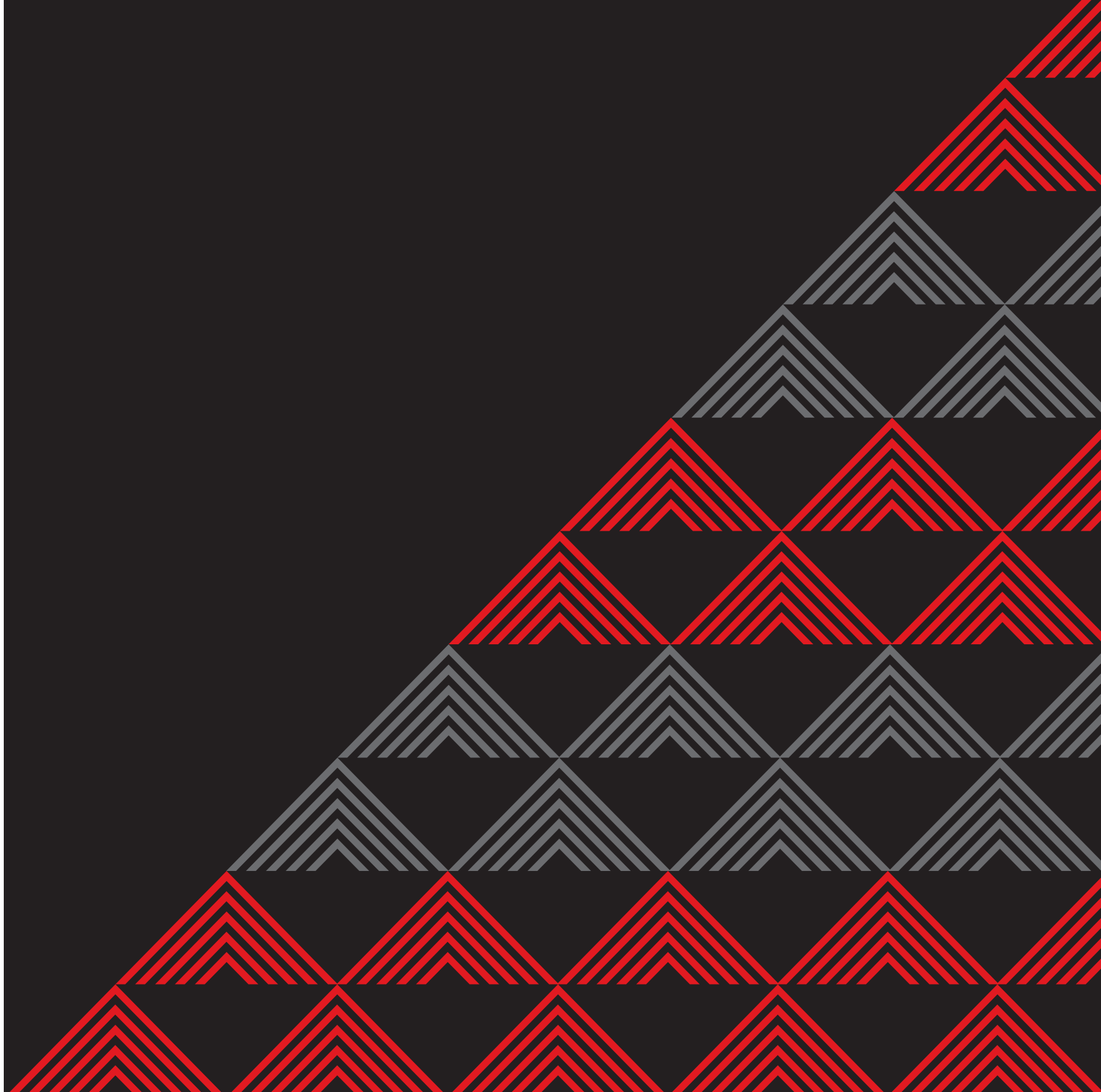
This approach adds a subtle and refreshing design texture that reflects the vibrancy and cultural diversity of our organisation and the customers we serve today.

Our Brand Pattern

Our brand pattern can be used as a generic background or wall paper for use on print and online material.

Make sure it's used with our brand colours via the supplied files.

Logo Usage .1

Primary Logo (2 Colour)

Our logo has been specially drawn and trademarked and must not be recreated or altered in anyway.

The full colour logo is the primary logo in all instances and must appear on a clear background.

Secondary (1 Colour)

1 colour logos are only to be used when full colour logo application is not possible.

2 Colour

2 Colour Reversed

1 Colour White

1 Colour Black

Logo Usage .2

Clear Space

The logo and the icon's exclusion zone is equal to half the height of the triangle (marked as × in the diagram).

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The Y logo should never be smaller than 70px in digital or 20mm in print.
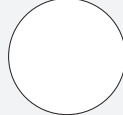
Our Colour Palette

Corporate Palette

The primary palette contains the core colours that should be used across all YMCA communication channels. Applying these colours in a consistant manner, will help reinforce the Y brand.

Tertiary Palette

The tertiary palette incorporates the Y's service line colours. They can be used to give more shades and colour variation for design elements such as charts, illustrations and assets which are used less frequently. However in all other instances, 'red, black or white' should be your first choice of colour.
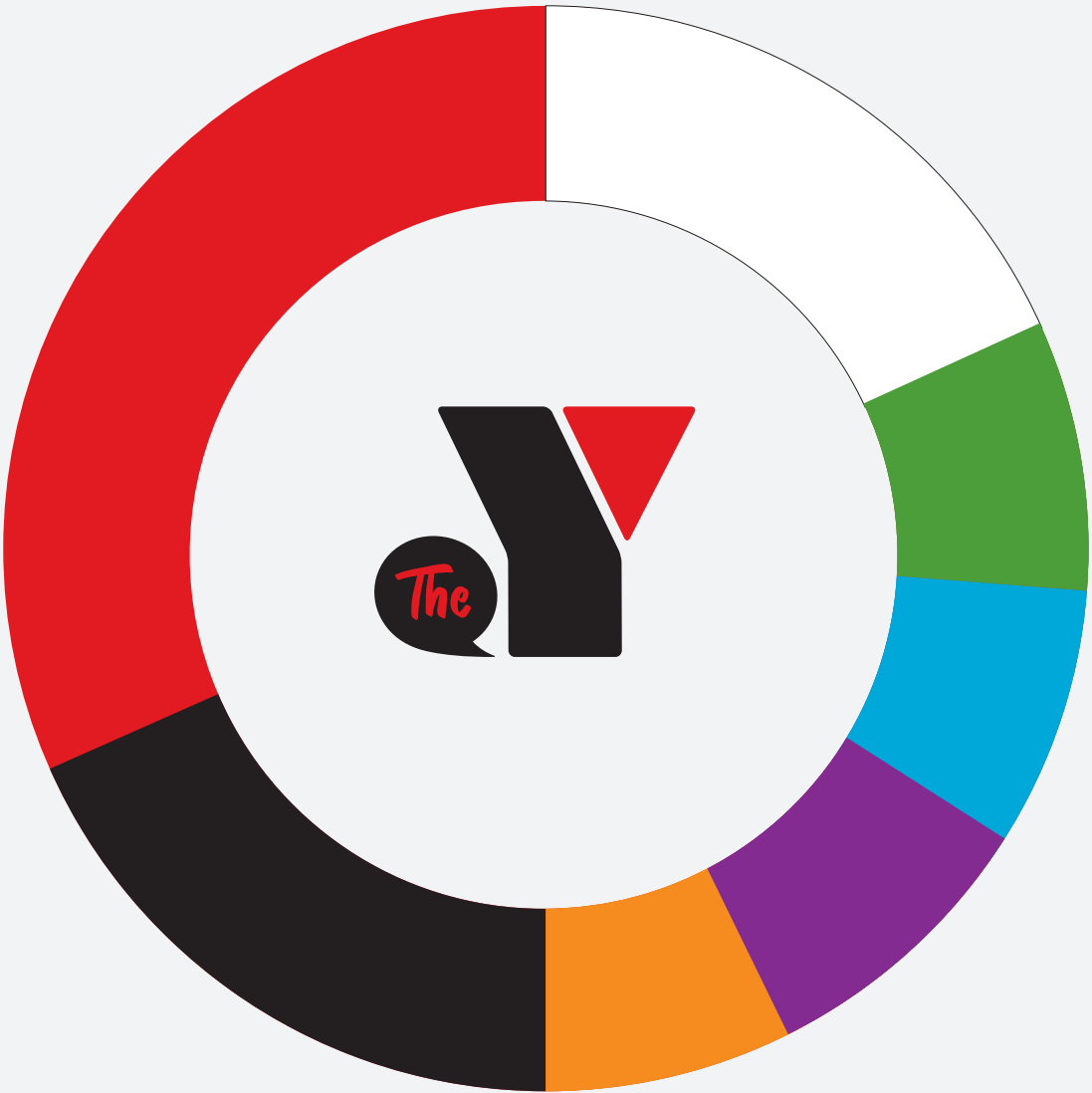
Corporate Colours

Pantone 485
CMYK 0/100/100
RGB 237/27/46
HEX #ED1B2E

Process Black C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Tertiary Colours

Pantone 151 C
CMYK 0/54/100/0
RGB 255/140/0
HEX #FF8200

Pantone 2995 C
CMYK 76/3/0/10
RGB 0/169/224
HEX #00A9E0

Pantone 2602 C
CMYK 58/99/0/0
RGB 135/24/157
HEX #87189D

Pantone 362 C
CMYK 66/0/100/19
RGB 80/158/47
HEX #509E2F

Colour Palette Tints

If there is an occasion when you need to create contrast or design depth, you can use the following tints. Example applications can include, charts single colour graphics, icons or buttons.

CMYK 0/54/100/0 RGB 255/140/0 HEX #FF8200	CMYK 66/0/100/19 RGB 80/158/47 HEX #509E2F	CMYK 58/99/0/0 RGB 135/24/157 HEX #87189D	CMYK 76/3/0/10 RGB 0/169/224 HEX #00A9E0	CMYK 0/0/0/100 RGB 0/0/0 HEX #000000
				80% Tint RGB 102/102/102 HEX #666666
80% Tint RGB 255/168/76 HEX #FFA84C	**80% Tint** RGB 115/177/88 HEX #73B158	**80% Tint** RGB 171/93/186 HEX #AB5DBA	**80% Tint** RGB 51/185/230 HEX #33B9E6	**50% Tint** RGB 153/153/153 HEX #999999
50% Tint RGB 255/193/127 HEX #FFC17F	**50% Tint** RGB 167/206/151 HEX #A7CE97	**50% Tint** RGB 195/139/1206 HEX #C38BCE	**50% Tint** RGB 127/211/239 HEX #7FD3EF	**30% Tint** RGB 178/178/178 HEX #B2B2B2
30% Tint RGB 255/218/178 HEX #FFDAB2	**30% Tint** RGB 202/225/192 HEX #CAE1C0	**30% Tint** RGB 219/185/225 HEX #DBB9E1	**30% Tint** RGB 178/288/245 HEX #B2E4F5	**20% Tint** RGB 204/204/204 HEX #CCCCCC
20% Tint RGB 255/230/204 HEX #FFE6CC	**20% Tint** RGB 237/245/234 HEX #EDF5EA	**20% Tint** RGB 231/208/235 HEX #E7D0EB	**20% Tint** RGB 204/237/248 HEX #CCEDF8	**10% Tint** RGB 229/229/229 HEX #E5E5E5

Our Typeface family

There are two font families prescribed for the Y brand. Under no circumstances are any other fonts to be used when creating any promotional, print, social, web or other form of media, internal or external.

Hey August
Can be used to create sparingly at the designer's discretion, primarily for headlines taglines or breakout copy.

Mueso Sans
Is our primary typeface for body copy. Variations of Mueso Sans can be used for headlines and subheadlines.

Aa
Hey August

Headlines or Sub headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*/=+-{}%$@!?123456789

Aa
Mueso Sans

Body copy or headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*/=+-{}%$@!?123456789

Typography Examples

Headline
Sub headline

Body copy has been the industry's dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

Headline
Sub headline

Body copy has been the industry's dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

Our Voice...

We are your 'Friendly Neighbour'

Write like this...

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Not like this...

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Why?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Our Photography

Photography plays a crucial role in delivering the personality of the YMCA brand. Our photography needs to reflect YMCA - family, community and diversity.

Here are some guidelines to capturing imagery that refelect the Y brand:

Tone: Welcoming, friendly, understanding and encouraging.

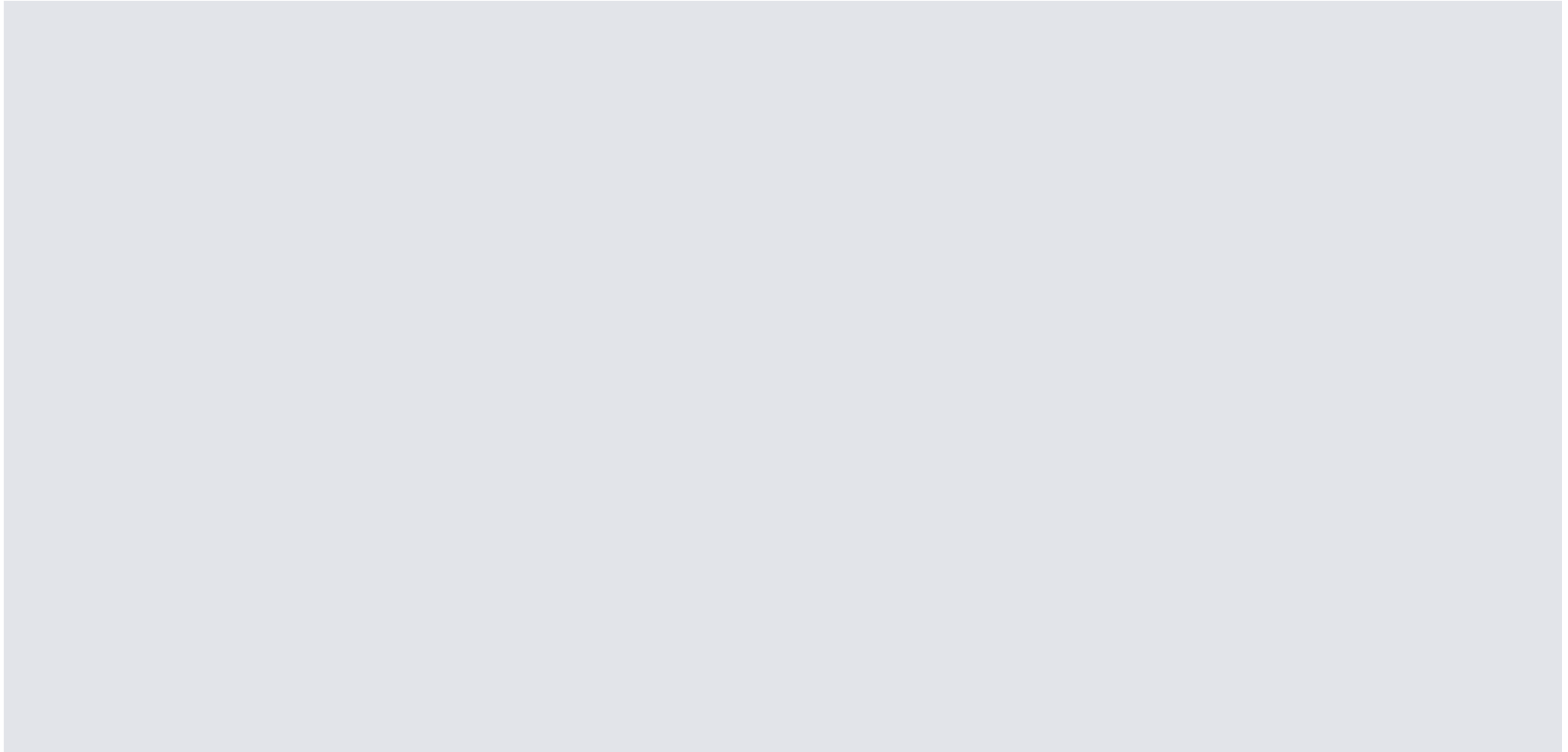**Style:** Slightly over exposed with saturation of colours and short depth of field.

Subjects: Interaction amongst groups, showing a sense of purpose, engaged and inspired, demonstrating inclusiveness. Or up close and personal for individual portraits.
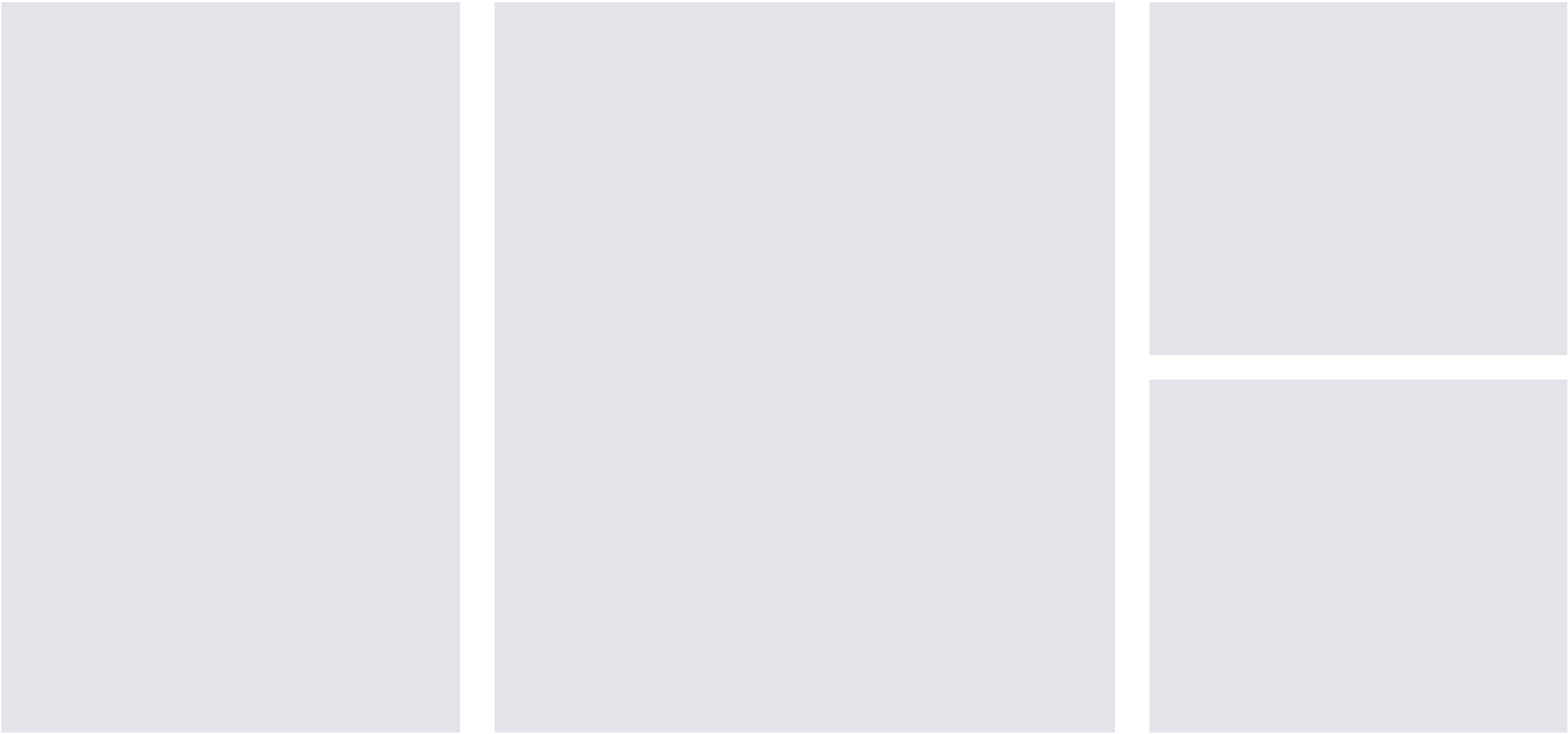
Brand pattern
Usage
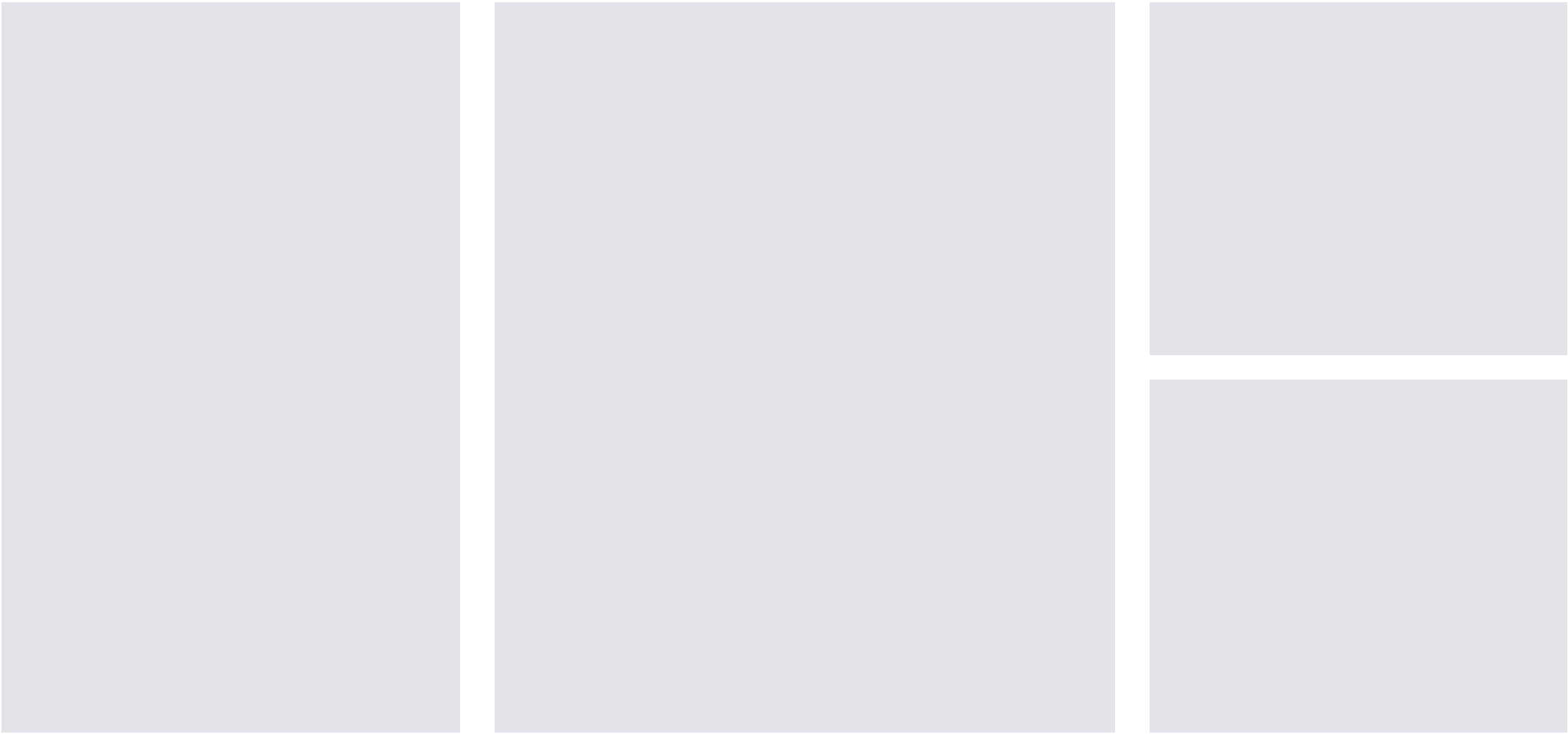
Iconography

Collateral Examples

Service Line
Style Guide

This style guide must be applied to external or internal programme communications that fall within each core service line or central campaigns where the key objective is awareness of a specific product or service line.

Service Line Guide
Brand Elements

Our six key service lines have a set of brand elements such as logo, colours & icons. These elements are an extension of the master brand guidelines and give depth to our brand. These elements will help differentiate our service line identities from one another.

Masterbrand design guidelines must still be adhered to, with these 3 elements being the only differentiating factor.
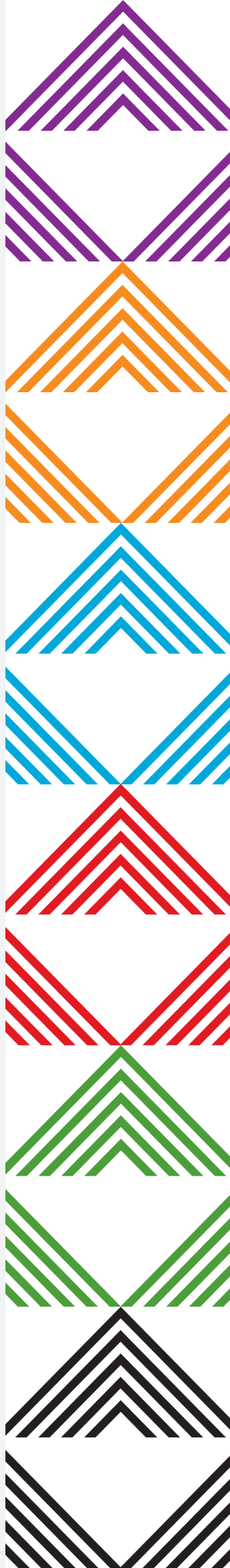
Extension Logo

Colour Palette

Icon Set

Service Line Guide
Extension Logos

Application of service line logos should be appplied to internal and external documents & communications relating to the product or service. However they can be used for central campaigns where the key objective is awareness of a specific service line.

Style guides for each service line are detailed on the pages that follow.
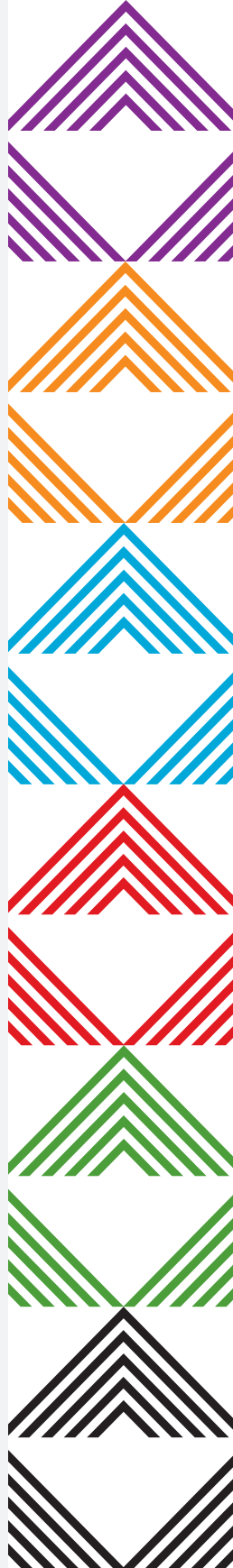
Service Line Guide
Colour Palette

Primary Pvalette

The primary palette contains the core service line colour and black. Black is the base colour for our brand and is used to connect our service line identites to the Y masterbrand. Applying these primary colours in a consistant manner, will help reinforce each service line identity.

Tertiary Palette

The tertiary palette incorporates a selection of service line primary colours. They can be used to give more shades and colour variation for design elements such as charts, illustrations and assets which are used less frequently. However in all other instances, the primary colour palette should be your first choice of colour.

Colour profiles for each service line are detailed on page xx of the corporate brand style guide and in the pages that follow.

Service Line Guide
Iconography

An illustration system has been developed which can be used as a complementary design element for the relevant service line.

We have carefully selected an icon style which complements our broader design guidelines – these icons can be used at the designer's discretion.

The style of illustration is simple, loose and playful, which support our brand values - If a suitable icon does not exist, the designer has the freedom to create in a similar keyline style and should not deviate from it.

Service line icons are detailed in the pages that follow.

& % $ & %
! # @ ! #

Y Kids Style Guide

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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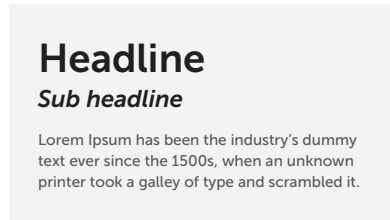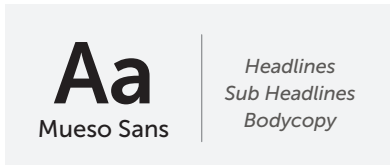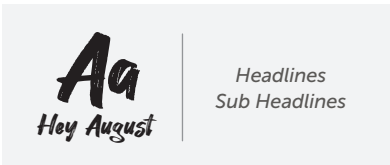
Y Kids Style Guide

Logo Variations

2 Colour (primary logo)

2 Colour Reversed

1 Colour Reversed White/Black

Clear Space

Minimum Size

The logo should never be smaller than 70px in digital or 20mm in print.

Typography

Aa
Hey August

Headlines
Sub Headlines

Aa
Mueso Sans

Headlines
Sub Headlines
Bodycopy

Headline
Sub headline

Lorem Ipsum has been the industry's dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

Headline
Sub headline

Lorem Ipsum has been the industry's dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it.

Service Line Icon Set (TAB)

& % $
! # @

Corporate Brand Icon

Corporate Brand Pattern

Primary Colours

Pantone 151 C
CMYK 0/54/100/0
RGB 255/140/0
HEX #FF8200

Process Black C
CMYK 0/0/0/100
RGB 0/0/0
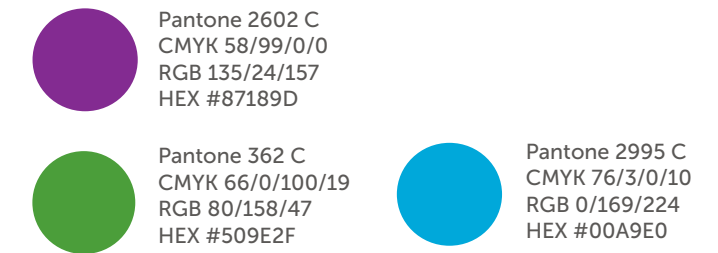HEX #000000

WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF
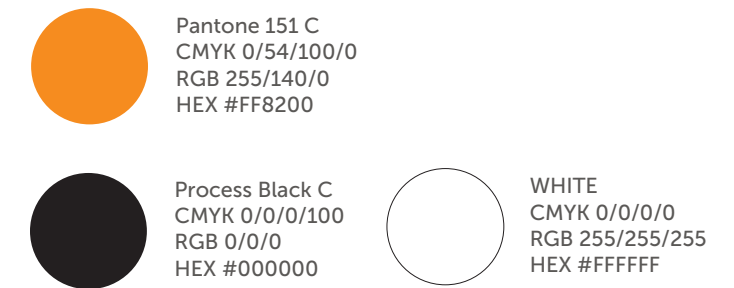
Colour Tints

80% Tint RGB 255/168/76 HEX #FFA84C	50% Tint RGB 255/193/127 HEX #FFC17F	30% Tint RGB 255/218/178 HEX #FFDAB2	20% Tint RGB 255/230/204 HEX #FFE6CC
80% Tint RGB 102/102/102 HEX #666666	50% Tint RGB 153/153/153 HEX #999999	30% Tint RGB 178/178/178 HEX #B2B2B2	
20% Tint RGB 204/204/204 HEX #CCCCCC	10% Tint RGB 229/229/229 HEX #E5E5E5		

Tertiary Colours

Pantone 2602 C
CMYK 58/99/0/0
RGB 135/24/157
HEX #87189D

Pantone 362 C
CMYK 66/0/100/19
RGB 80/158/47
HEX #509E2F

Pantone 2995 C
CMYK 76/3/0/10
RGB 0/169/224
HEX #00A9E0

Use these colours sparingly - They can be used to give more shades and colour variation for design elements such as charts, info graphics and icons. Colours can be used as a percentage or transparency.