

# The Y National Brand Guidelines

The brand of the YMCA of Australia





# Our Brand

National Brand Guidelines





We believe in the  
power of inspired  
young people.

# Why are we rebranding?

To answer this question, we must first be clear on what a brand does. At its simplest, a brand is about identification.

For a company, a collective effort, a tribe or even a person, a brand creates a recognisable way to identify them over others. A brand mark (logo) also provides a glimpse into the personality, character and even the values of that brand. It's the beacon that draws people in and it's the symbol that reminds them where they belong.

For us, we have taken a more progressive view of the role of brand. We have embraced a belief that is designed to help consumers identify us by what we stand for, ie the power of inspired young people, as well as how we look.

Thus, our logo needs to align to this belief while powerfully acting as an identifier for consumers in the simplest, most impactful way.

Unfortunately for us, the existing YMCA brand is perceived as dated and not in line with our new belief in young people. The M and the C in particular distract and confuse people and when explained, prove counter-productive to our relevance.

Our research clearly states the Australian community sees us as a youth organisation and therefore struggles with a brand that overtly stands for Men or Christianity. These exclusive definitions in our name conflict with our inclusive values – and that of society.

By rebranding to the Y, we tackle both issues; a new look and feel that modernises our brand while also being more single minded around youth. It also adopts the modern vernacular of our brand within the community. People who know us, refer to us as the Y.

Recently commissioned Kantar research suggested our revised logo signals values of 'power, modern, and connected' which fits beautifully with our ambition to ensure young people feel more powerful and inspired. For people who have had involvement with the YMCA, a change to the Y significantly enhanced their view of our brand.

That said, in recognition of our 175-plus year history we are still legally the YMCA, and it makes sense to use our formal name in certain circumstances.

See page 14 for more on when to use YMCA and when to use the Y.

# Our brand road map

The change to the Y is all about what we call our Masterbrand.

Our masterbrand sets our belief, look, tone and values.

Our full national brand architecture program was designed to build a brand strategy that best used all efforts under a single brand. We also found this would require us to divide our efforts in four clear service lines areas - early care, out of school hours care, recreation and youth personal development.

We are trying to create one Y, with four easily identifiable ways for a consumer to access our brand. We are calling these our Family of Y brands, and they are not yet fully grown and ready for release, hence you will see these included in our National Brand Architecture, but with an embargo until 2021.

These identifying service line brands will help consumers understand and then use all our services.

People know our name but have little idea what we offer and what we do. They struggle to know how to access or use us in their lives. This needs to be fixed and our 'Y Family of Brands' strategy is our way to fix this.

These guidelines provide the roadmap to the perfect world. But like everything, it's an evolutionary journey to get there.

Our evolutionary Masterbrand will be rolled out in 2020, while we further develop our service line brands including trademarking, licensing, programming, quality standards, and our employee value propositions and customer experience.

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# Why do we exist?

More importantly, who do we exist for? The simple answer is, young people.

To develop a brand for The Y that resonated with young people, we looked closely at the emotions and truths of Australians towards young people. What we found was that while society wants young people to be great, there's a subliminal instinct to also hold them back, which leads to young people generally not being listened to, and sometimes ignored altogether.

### The truth is...

Young people are often overlooked, but there is a powerful potential in youth. To unleash their power, we need to keep them inspired and engaged.

Once we came to this truth about young people, we needed to decide how we would position ourselves to become relevant to that insight. We formulated our belief of what we must be for them.

## Our belief

We believe in the power of inspired young people.



# Our Manifesto

What of the future, as we gaze into the years ahead, hoping, dreaming, sometimes despairing?

How does the future happen and who is taking us there?

Who has the optimism, talent and spirit to show the way forward?

As a community, no amount of short-term brilliance or momentary amazing will tackle the bigger picture of where we're headed.

Nor will those who have had their turn, create the sort of questioning needed to change the world.

We know, making a positive difference in the world relies on providing each and every person with a future of opportunity, where we can all be healthy, happy and connected.

But the truth is, we also know a better future depends on the ideas, energy and voice of a group with the most to benefit and the most to lose. Those who will be there when tomorrow comes.

Which is why we stand for young people.

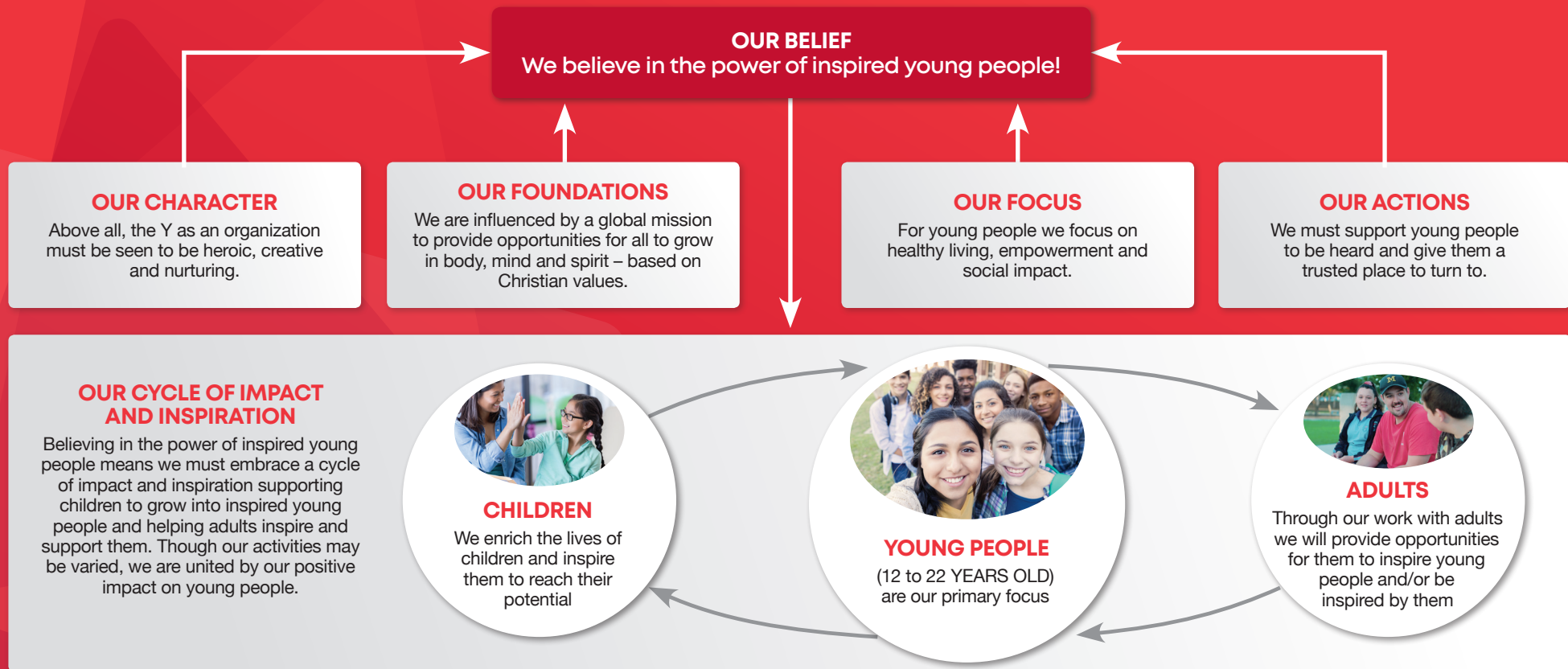
We believe that young people always have and always will shape the future - but only when they're inspired and empowered.

We believe young people represent hope. And where there's hope there's possibility.

For us at YMCA, we believe social impact, health, wellbeing and positive change in society hinges upon the ability for us to inspire, engage, listen and work with the potential of the young.

**Put simply, we believe in the power of inspired young people. Everything else will follow.**

# National Brand Architecture





SERVICE LINE BRANDS:

EARLY CARE

OSHC

FITNESS AND RECREATION

PERSONAL DEVELOPMENT

SERVICE LINE BELIEFS (INTERNAL):

**grow**<sup>\*\*</sup>

We believe in early education and care that ensures families make a choice they never regret, by working together to support children to thrive.

**engage**<sup>\*\*</sup>

We believe all children should go home having had an experience that makes their parents smile.

**move**<sup>\*\*</sup>

At the Y we believe being active means valuing the freedom to be yourself and creating connection to others.

**strive**<sup>\*\*</sup>

For a young person to thrive they must first belong. We exist to accept and value them as they are.

INSIGHTS FOR EXTERNAL POSITIONING:

You'll love how they grow.

They'll want to come again tomorrow.

Connect with others.  
Unleash yourself.


For the best of you.

Service line brands logos are embargoed until 2021, as names \*\* may be subject to further testing, trademarking and licensing.

\*\* Whilst use of sub brand names are embargoed until 2021, use of the internal beliefs and insights for external positioning when explaining the offerings of the Y to customers and stakeholders is encouraged.





# The Y Brand Architecture Hierarchy

The Y Brand architecture is a hierarchy designed to help people easily recognise our brand and understand what we do. This guide has been created for every person in every association to be able to consistently present our brand and our services in a way that is best for the long term equity of our brand. Use this as a guide for classifying and presenting your programs and services to your community while ensuring a unified brand look across all we do.



<b>Masterbrand</b>	Our Masterbrand logo represents our core identity, focusing our efforts on the Y of the YMCA. This makes our brand belief in the power of inspired young people the key focus of our brand. This is a primary identifying asset and must be used whenever and wherever the Y exists. The logo has been modernised while still paying homage to our past, our foundations and our history. The red triangle is our core device and remains centre to our Masterbrand identity.				
<b>Masterbrand belief</b>	This is the ultimate belief that explains why we exist and matter to society. It is not an external positioning line or a tagline.	We believe in the power of inspired young people			
<b>Key service line areas</b>	There are four key priority business areas we want to grow to help us demonstrate our core belief in action by providing tangible support and services for young people at key transition points in their journey from childhood to adulthood, supported by caring adults and other empowered young people.	Early childhood care and education	Care and education for school kids	Fitness, health and wellness, sports	Youth development, innovation and leadership
<b>Key service line brands*</b> <small>*Embargoed until 2021 and names may change pending further development in 2020.</small>	These are the brand identities that will help consumers understand and use all our services. 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 what we do to our own people and our customers.	grow	engage	move	strive
		Use of sub-brand names and logos embargoed until 2021			
<b>Sub-brand beliefs</b>	These are the internal insights that drive and guide everything we do - and how we do it - for our customers in our key service line areas.	We believe in early education and care that ensures families make a choice they never regret, by working together to support children to thrive.	We believe all children should go home having had an experience that makes their parents smile.	At the Y we believe being active means valuing the freedom to be yourself and creating connection to others.	For a young person to thrive they must first belong. We exist to accept and value them as they are.
		Beliefs and insights relating to each key service line can be used now			
<b>Insights for external positioning</b>	These are the key emotional driver insights relating to each priority service area, which can be used in external communications as headlines, taglines - at your own discretion.	You'll love the way they grow	They'll want to come again tomorrow	Connect with others. Unleash yourself.	For the best of you
<b>Endorsed Y brands or programs</b>	'by the Y' is how we refer to programs or services we 'endorse', but that are not directly related to our Masterbrand or service line brands, including programs, products and services that were formed by the Y but are no longer run by us, or were started by others, but we now run them. By the Y is a naming convention only and is not to be locked up in design.				

## Programs and services


This architecture shows where many common Y programs and services sit within the our key service line areas. If they do not naturally fit into any of these areas, consider if your program should be endorsed by the Y, or reconsidered the program you offer.

Key service line brands*					by the Y
Programs and services	All programs and services relating to care or education for pre-school aged children 6 and under.	All programs and services that keep primary school aged kids aged 5-13 actively engaged.	All programs and services that help get people of all ages active and moving with others.	All programs and services that support young people to reach their full potential, in body, mind and spirit.	Examples only
<b>Note: these are examples only of where a program of service best fits within the Y brand hierarchy.</b>	Early learning/child care Occasional care Creche Kindergarten	Before and after school hours care School holiday programs School camps Camping adventures After school hours team sports	Skate park programs Gym memberships Health and wellness programs Team sports Gymnastics Personal training  <b>Water based activities</b> Swimming lessons Adult swim lessons Swim programs for people with disabilities Swim programs for other niche groups  <b>Youth specific programs</b> Skate park programs Mynd Pump Uplift	Youth Parliament Future Leaders Uno-Y Inspired Leaders Y Space (youth centres) Vocational Schools Evolve Bridge Project Rebuild Youth for Causes Youth mentoring Young CEO Movement National Youth Retreat	Facilities Management Birthday parties Accommodation Affordable Housing Meals for the Homeless Street Gym  <b>Please note: by the Y is a naming convention only, not a logo or a logo lock-up.</b>

# Naming Conventions

DESCRIPTION	VISUAL	IN WRITING	URL RECOMMENDATION
<b>Masterbrand</b>  To protect and promote the integrity of the Y logo, it should not be locked up with a program or service name, location name, or competing graphics.		In formal communications it's still appropriate and desirable to use our formal name YMCA first, then from thereon use "the Y". Eg The YMCA of Brisbane is now offering children 10 and under 3 free classes during the school holidays. At the Y we want to create an even playing field for all kids," said CEO Alan Bray.	the-Y.org.au OR ymca.org.au (We own both domains and will have redirections to both)
<b>Key service line areas</b>  <small>*Embargoed until 2021 and names may change pending further development in 2020.</small>	These are the brand identities that will help consumers understand and use all our services. 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 what we do to our own people and our customers.		To be determined pending further testing and trademarking.
<b>Programs, products and services</b>  Programs, products and services are not locked up with the Y logo, however in collateral promoting the program or service, the Y logo should always be present.  National programs that need trademarking for IP protection may need the logo locked up in design, at the discretion of YMCA Australia.		YMCA Swimming Lessons  Note: Philbert the Frog is just one example of one existing YMCA product that needs updating by 2022	swimminglessons\ymca.org.au - URL naming convention guided by common consumer search terms
<b>Associations</b>  All associations should continue to use their legal name, eg YMCA WA, YMCA Victoria for formal and legal communications.	<i>Refer to the section 'Style Guide: the Y', page 25, Print Applications, Flyers and Brochures, the Community Impact report cover example.</i>	In writing, it is preferable that Associations drop their Association name begin to refer to themselves by location, ie the Y in Victoria, the Y in NSW, the Y in Ballarat.	victoria.ymca.org.au and TBC victoria.the-Y.org.au

# Naming Conventions continued

DESCRIPTION	VISUAL		IN WRITING	URL RECOMMENDATION
<b>Locations</b>	Location names and other ancillary information should not be locked up with the logo and should appear in text only.		<i>Refer to the section 'Style Guide: the Y', page 08, Typography, showing where the Service, Centre or Facility Name and details should appear.</i>	
<b>National campaigns, events and initiatives</b>	National campaigns, events and initiatives must meet national branding guidelines.		<i>Existing national campaigns such as A Million Moments must be updated to meet national branding guidelines by 2022. Any new campaigns must fully meet national branding guidelines.</i>	millionmoments.ymca.org.au; whynot.org.au - campaign name then ymca (preferably in lower case)
<b>Local, state and regional campaigns, events and initiatives</b>	State or local campaigns, events and initiatives are not to be locked up with the Y logo or to have their own style, or logo. They must follow the national branding guidelines for design.		<i>Refer to the section 'Style Guide: the Y', page 25, Print Applications, Flyers and Brochures, the Bridge Project example.</i>	
<b>Strategic alliances</b>	Strategic alliances, collaborations, partnerships and co-branding should represent the equality of the partnership, with the Y logo to lead where possible and appropriate.	 <b>Australian Childhood Foundation</b> 	<p>The YMCA is delighted to partner with the Australian Childhood Foundation to ensure all children are safe.</p> <p><i>Refer to the section 'Style Guide: the Y', page 04, for further examples.</i></p>	



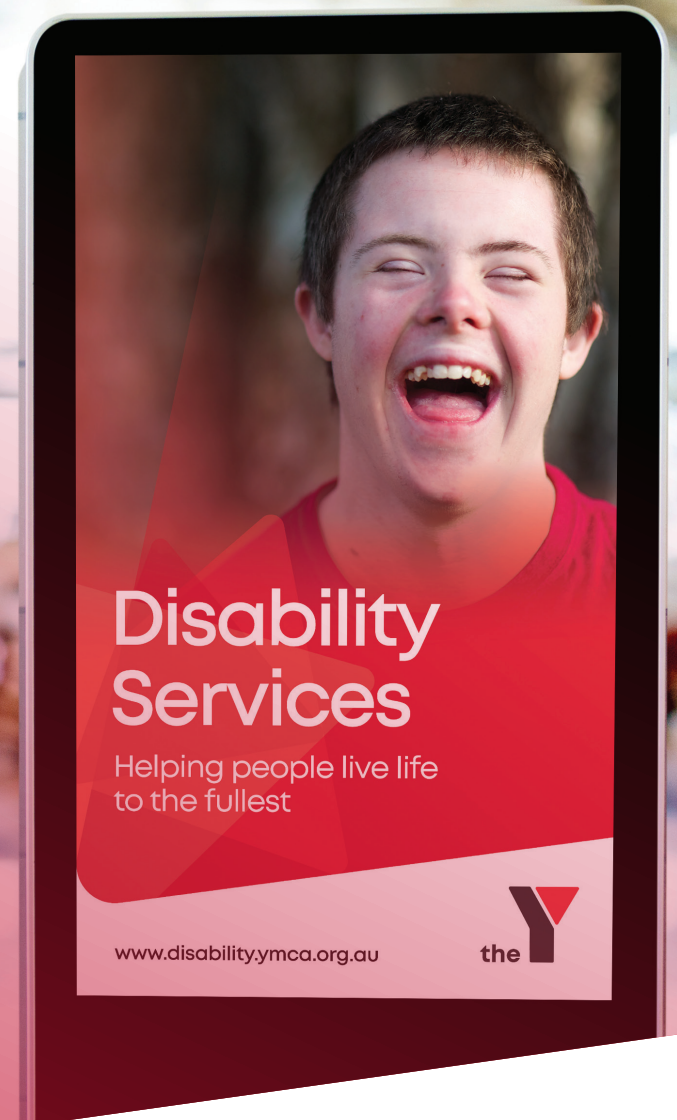
# The importance of our past


While ‘the Y’ is now our preferred vernacular brand name it is still appropriate to refer to our full name of YMCA on websites, and for official project names or formal communications. In thinking about using ‘the Y’, consider it as a beacon to announce our presence and herald our activity. The activity and details of what we do can include reference to YMCA and indeed, we should remain proud of the full name of our 175 plus year old brand. However, in getting people’s attention, we use ‘the Y’.

See Naming Conventions in this section, page 12 and 13, for further advice on when to use the name YMCA.

# Style Guide

Master brand: the Y





These guidelines provide clear direction around design construction but do allow for some creative freedom. Designers have the flexibility to create and incorporate graphic devices and elements to support their messaging provided that they are in keeping with the overall prescribed look and feel and work in harmony with key master-brand design elements.

To ensure consistency of our brand across Australia, a range of assets has been built to assist designers in the creation of artwork to suit many forms of media. This includes basic templates, graphic devices and icons. To access Y Brand assets visit (enter URL/link here/TBC)

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# Master brand: The Y

## The Y Logo

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

The full colour logo is the default logo in all instances (unless unavoidable) and must appear on a white background.

Black/reversed logos are only to be used when full colour logo application is not possible.

## Clear Space

To ensure that the logo is clearly recognisable and stands out from other information (such as: competing text, graphic devices or other images), be sure to use the prescribed area of exclusion around the logo at all times.

Always allow a minimum space on all sides of the logo equal to the x-width (in red).

The same rules apply when using a holding shape.

## Minimum Size

To ensure legibility of 'the' and impact of our logo, a minimum size must be adhered to.

From the top of the 'Y' graphic to the bottom of the 'Y' graphic the minimum height is 10mm.



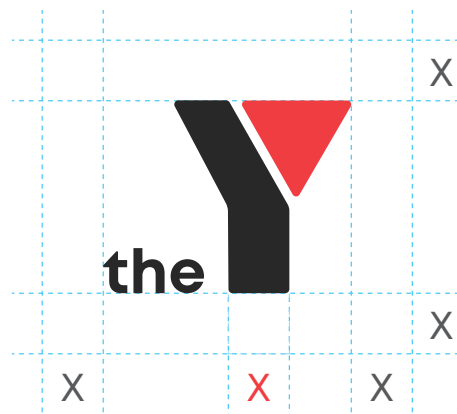
FULL COLOUR LOGO



BLACK LOGO



REVERSE LOGO



CLEAR SPACE



MINIMUM SIZE

# Master brand Positioning

The master brand full colour logo is the default logo in all instances (unless unavoidable) and must appear on a white background in the bottom right corner.

The image holding frame creates the white holding area and can move up and down to allow for other logos and ancillary information (e.g. address info).

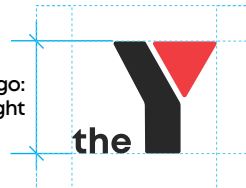
## Master brand height in relation to media sizes

The Y logo size is determined by the media material size. As a general rule the Y Logo should be 1/10th of the height of the media. However, in some instances this may not be possible. There are two ways to determine the height.

### Portrait Media:

The height of the logo is measured from the bottom of the Y to the top of the Y.

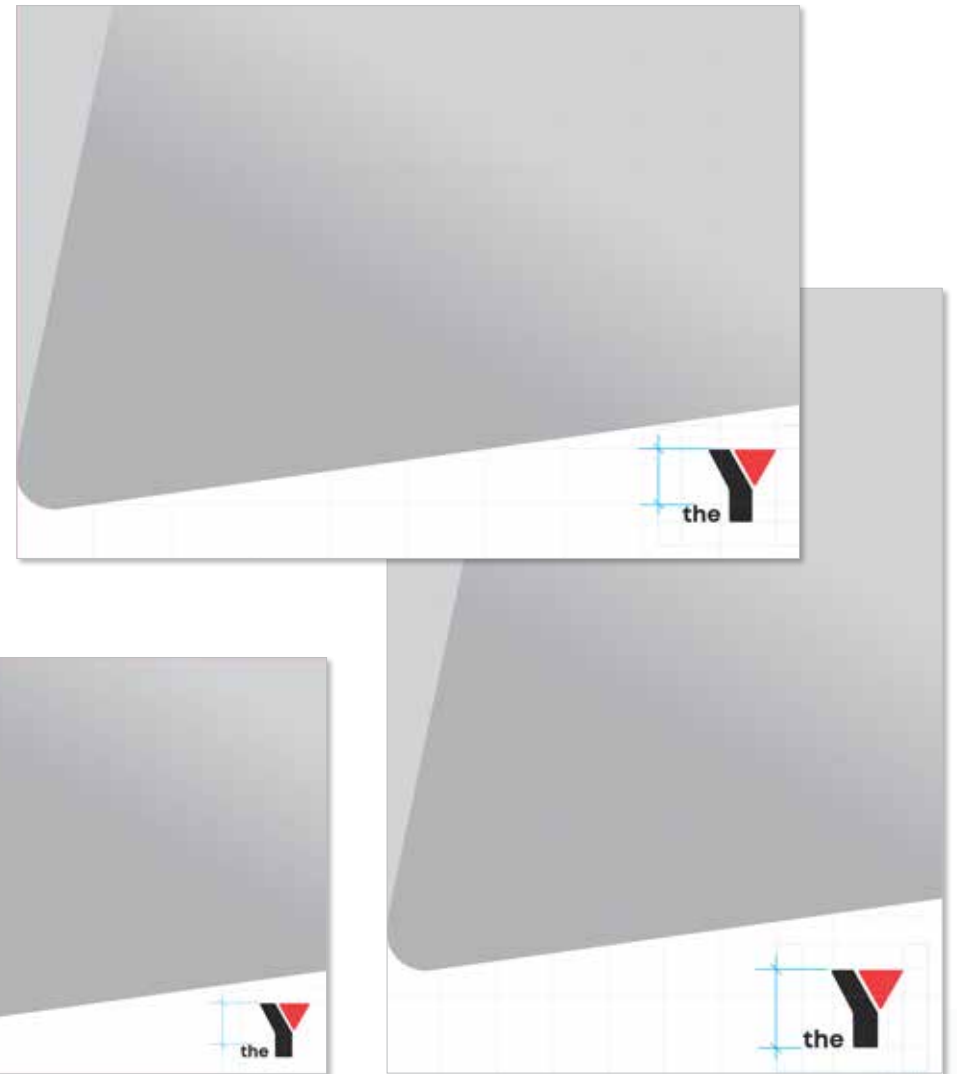
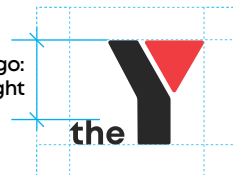
Master Logo:  
1/10th of page height



### Square and Landscape Media:

The height of the logo is measured from the top of the h (the), to the top of the Y.

Master Logo:  
1/10th of page height



# Branding Relationships

## Co-branding placement

Image frame / top colour section of the media is flexible and can move up and down to allow space for other logos such as approved partner and council logos. Plus any ancillary information required.

Co-branding logos are to always appear balanced in size and influence, in relation to master brand.

Only approved partner or council logos are to be used on the Y's promotional media.

The master brand full colour logo is the default logo in all instances (unless unavoidable) and must appear on a white background in the bottom right corner of any media. Ancillary information is placed to the left.

*See also co-branding section.*

Flexible height area to allow for other logos and ancillary information (eg. address info) see below



# Brands connected with the Y

Programs or services that are seen to be about empowering and inspiring young people (our core) either directly or indirectly but for whatever reason cannot neatly fit within our family of Y brands (either within our masterbrand or key service line areas) can be classified as 'endorsed brands and can be referred to as being 'by the Y'. This would include core services that may not have been started by the Y but we endorse or that were formed by the Y but are not run by us.

**By the Y is a naming convention, not a locked up design.**

Non endorsed brands allow no Y branding (they have their own brand identities), and/or do not clearly relate to the Masterbrand, and may risk damage to the brand through association. These should be removed from being part of the Y family's portfolio of brands and not endorsed in any way.



# Colour Palette

This colour palette has been limited to 8 colours in total to capitalize on existing brand (colour) equity and ensure that all masterbrand communication remains distinctly identifiable and colour continuity is maintained at all times.

## Primary Colours

Primary colours are the default colours that are to be used for all masterbrand communications (unless unavoidable).

## Secondary Colour

The secondary colour may be used as and when necessary to assist/enhance design outcomes.

The secondary colour is the only colour to be used in gradation triangle frame. See page 16.

## Tertiary Colours

Tertiary colours may be used for graphics, icons, tables, highlight areas etc where another colour is needed to differentiate between main and secondary colours.

*All colours can be used as a percentage or transparency if required.*

See page 29-37 for key service line color palette.

## Primary Colours



**THE Y: RED**  
PMS: 185  
CMYK: C0 / M93 / Y79 / K0  
RGB: R240 / G32 / B32  
HEX: #F02020



**PROCESS BLACK**  
PMS: PROCESS BLACK  
CMYK: C0 / M0 / Y0 / K100  
RGB: R35 / G31 / B32  
HEX: #231F20



**GREY**  
PMS: 424  
CMYK: C0 / M0 / Y0 / K70  
RGB: R109 / G110 / B113  
HEX: #6D6E71



**WHITE**  
PMS: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #FFFFFF

## Secondary Colour



**THE Y: DARKER RED**  
PMS: 187  
CMYK: C0 / M100 / Y79 / K20  
RGB: R196 / G18 / B48  
HEX: #C41230

## Tertiary Colours



**DARK PURPLE (ENGAGE)**  
PMS: 2603  
CMYK: C0 / M100 / Y79 / K20  
RGB: R110 / G41 / B141  
HEX: #6E298D



**DARK ORANGE (MOVE)**  
PMS: 1665  
CMYK: C0 / M68 / Y100 / K0  
RGB: R243 / G115 / B33  
HEX: #F37321



**ORANGE (MOVE)**  
PMS: 1365  
CMYK: C0 / M34 / Y76 / K0  
RGB: R251 / G178 / B85  
HEX: #FBB255

# Typography

There are two font families and one additional font 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.

The **Mont** font family is to be used for **headline and sub headline copy**

Variations of **Helvetica Neue** are to be used for body copy

**Market Pro Regular** can be used sparingly at the designer's discretion, primarily for taglines, belief statements and for youth communications. Never for headlines.

## Some tips on font treatment:

**Tracking and Kerning:** Tracking refers to loosening or tightening a selected block of text, while kerning is the process of adding or subtracting space between specific pairs of characters. In InDesign, you can use the Character Panel to track and kern your text easily.

The spacing between letters and words in headlines and body copy is aesthetically critical. As the Mont font is fairly rounded and has wider spacing between characters, it is recommended that tracking and kerning be used to achieve the best aesthetic design outcome.

General rules:

Headlines tracking, set between: -25 and -45

Body copy tracking, set at: -15

Kerning should also be used to achieve a refined result for headline copy. Both tracking and kerning can be employed at the designer's discretion.

**Leading:** at the designers discretion.

**Ranged Left:** Copy is to be ranged left always, unless the design demands otherwise.

## Headline/Sub-headlines

### MONT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MONT SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MONT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Taglines/Sign-Offs/Belief Statements

### MARKET PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Body Copy

### HELVETICA NEUE (TT) BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### HELVETICA NEUE (TT) MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### (WHEN REVERSED): HELVETICA NEUE (TT) REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### (POSITIVE): HELVETICA NEUE (TT) LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Typography

## Examples

**Copy hierarchy:** offer/incentive/proposition/call to action first (headline), followed by sub-headline, then body copy. See example.

**Positioning:** Copy must be positioned left of the media unless design demands otherwise.

**Terms & Conditions:** Absolute minimum size: 8pt Helvetica Neue (TT) Regular.

### Taglines/Sign-offs/Belief Statements:

Font: Mont Semi-bold or Regular. Size at the designer's discretion. Positioned either in main body of creative as stand alone, in main body of creative to complement other messaging or in bottom white panel to complement or headline ancillary information.

Market Pro Regular (a script font) should only be used sparingly and is most appropriate for use with Master brand and Youth Development, Innovation & Leadership service line communications. It is more suited to print than digital applications. Market Pro Regular should only be used for sign-offs and tag lines, never headlines or sub-headlines.

When appearing on a white background recommended colour: 70% Black.

**Headline: offer/incentive/proposition/call to action**  
Font: Mont Bold

**Sub-headline**  
Font: Mont Semi-Bold

**Body Copy**  
Font: Helvetica Neue (TT) Regular

**Terms and Conditions**  
Font: Helvetica Neue (TT) Regular

**Taglines/Sign-offs/Belief Statements:** Font: Mont Semi-bold or Regular or Market Pro Regular at the designer's discretion.  
When on white background: 70% Black

**Ancillary Information**  
**CENTRE, FACILITY OR SERVICE NAME**  
Font: Helvetica Neue (TT) Bold Capitals.

**Ancillary Information**  
Font: Helvetica Neue (TT) Light Highlighted Letters Eg. **e:** use Helvetica Neue (TT) Bold

# Imagery

A picture can tell a thousand words. The right choice of imagery helps demonstrate both our belief and the diversity in the communities we serve. For some quick cues to image selection/creation, follow the below style guide:

**Style:** aspirational, approachable and fun.

**Tone of voice:** welcoming, friendly, understanding and encouraging.

**Subjects:** believable, familiar, multi-generational and confident people.

**Composition:** interaction amongst groups, showing a sense of purpose, engaged and inspired, demonstrating inclusiveness. Or up close and personal for individual portraits. If shooting your own images, aim to shoot in a studio with no background, or at least limited background.



# Imagery

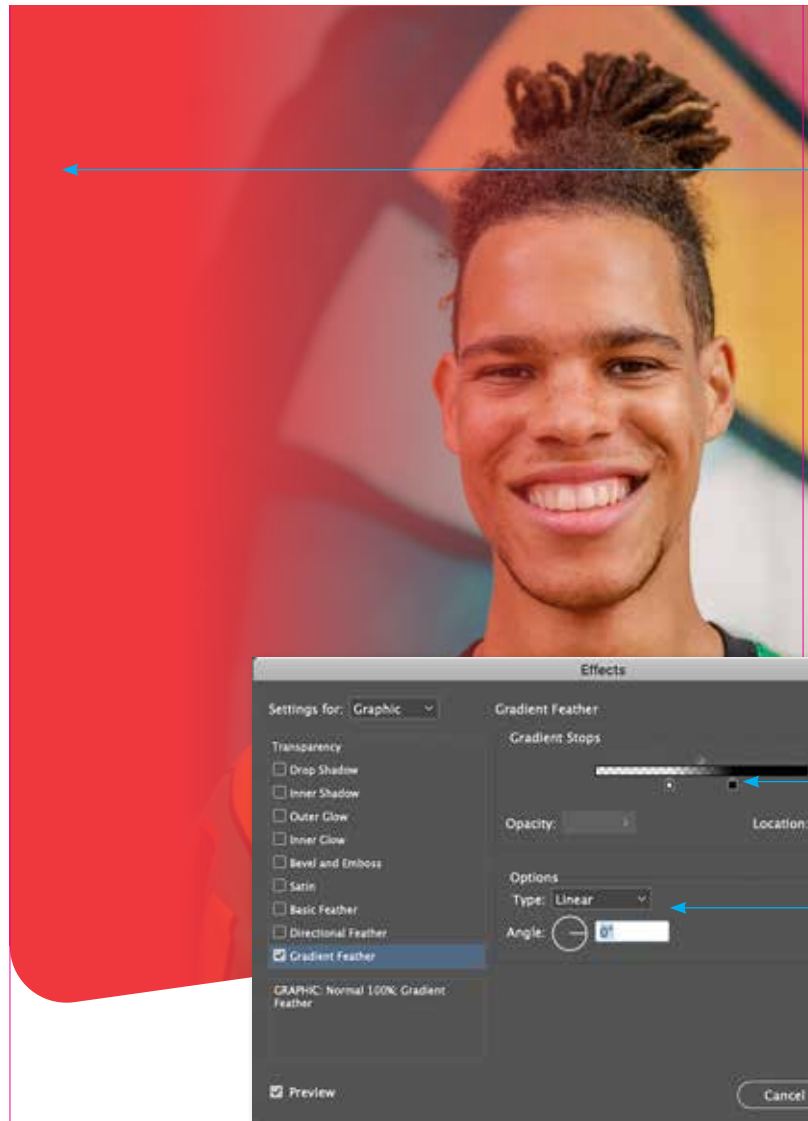
Our brand has two distinct image treatment styles-**feathering** and **contouring**.

## Feathering treatment

Placement of the image within the image frame should be to the right hand side of layout to allow for graphic treatment(s) and copy placement.

Image frame filled with master colour: 185. The objective is to see the colour background of the image frame, by using a Gradient Feather Effect on the image on the left side of the image, while keeping the main image focus to the right side, unaffected. To create this effect follow the instructions to right of the example.

Be sure to select image(s) which allow clear focus on subject matter in context of layout – portrait format images work better in this scenario.



**Image frame** filled with master colour: 185 (layer 2)

**To create effect:**  
Select image inside the image frame.

Go to:  
Object Menu >  
Effects Menu >  
Gradient Feather

**Gradient Stops:**  
will adjust depending on image size, shape and resolution

**Options:**  
Type: Linear  
Angle 0°

# Imagery

## Contour effect

Contoured images serve to add impact in certain situations where a focus on an individual or small group needs to be amplified. Contoured images work best when using coloured backgrounds as prescribed in these guidelines and should not be blended in any way with other images. Adding a keyline (outline) to contoured images is not permitted.

## Multi images

While it is preferred to keep your advertisement simple with focus on one image and copy content, it may not always be possible. Multi image designs serve a purpose and are permitted.

Images can be framed as square finished images with a small radius corner (at designer's discretion) or framed in the red part of our Y logo.



Multi image design examples using triangle shape to frame images is allowed



Contoured image's are allowed if required



Multi image design examples using square finished image frame with small round radius corners is allowed

# Graphic Elements

## Basic design structure

This demonstrates the very basic design principles we have applied to all master brand creative. Various elements and treatments should ensure a simple, clear, uncluttered and brand faithful execution every time, noting that some deviation will be needed in some circumstances.

**Image frame** with master brand colour.

**Gradation background** allows for headline and body copy

**Triangle device** adds interest and depth.

**Copy Area:** Tagline, belief statement, offer, copy or call to action positioned in lower left corner of coloured area.

Triangle treatment frames image and creates white signature panel.

**White signature panel** with flexible height to allow for other logos and ancillary information.



Image use serves to build/ support brand character archetypes.

**The master brand full colour logo** is the default logo in all instances (unless unavoidable) and must appear on a white background in the bottom right corner of any media. Exception apply.

# Graphic Elements

## Basic Positioning

### A4 (Portrait)

This page is set up to A4 portrait and equivalent scalable sizes.

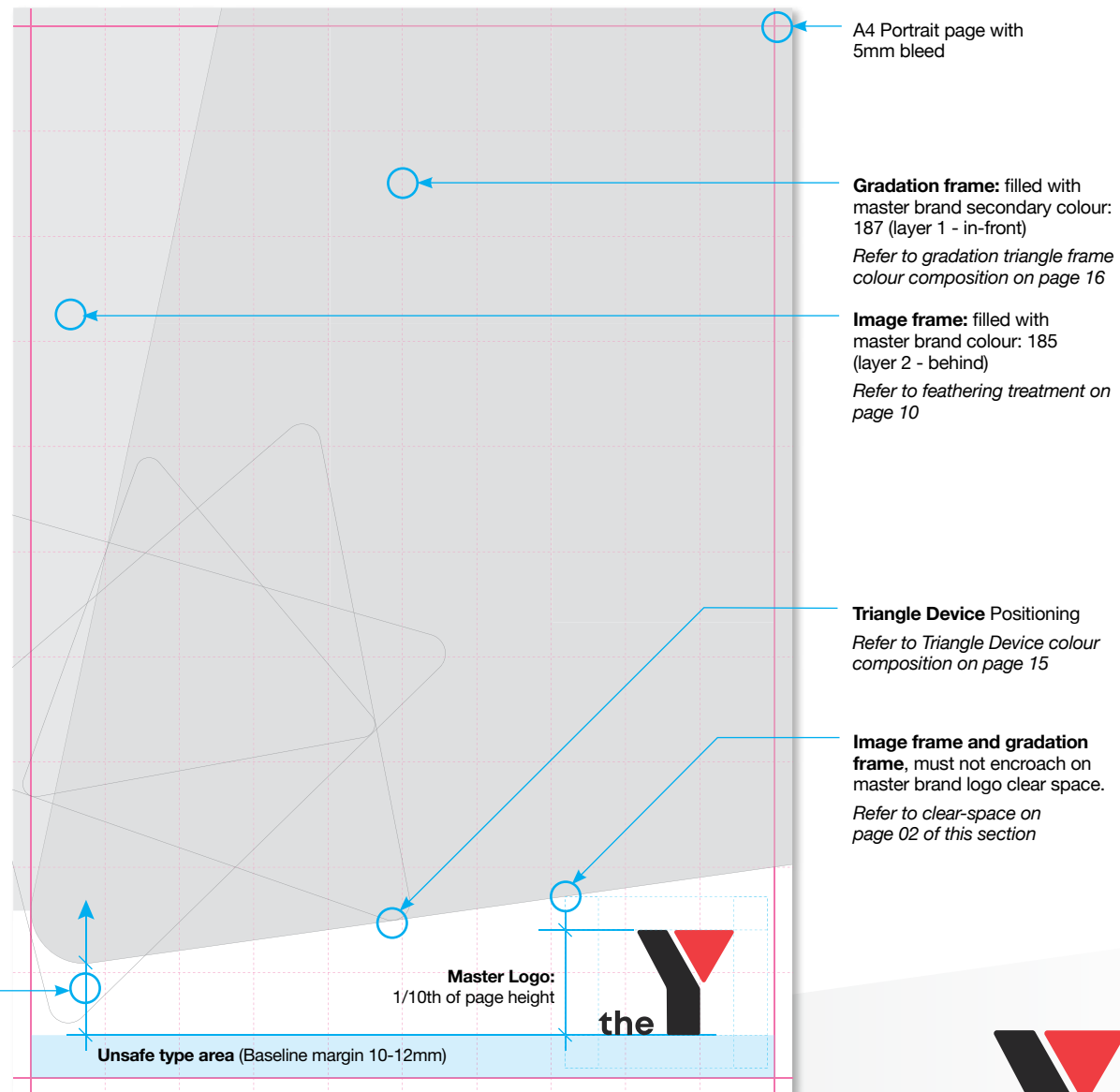
The pink grid system demonstrates recommended positioning and sizing of logos and core graphic elements.

Refer to instructions around the diagram.

Image placement within the image frame is to be positioned to the right hand side of layout to allow for graphic treatment(s) and copy placement.



**Ancillary Panel:**  
Flexible height area to allow for other logos and ancillary information (eg. address info).



# Graphic Elements

## Basic Positioning

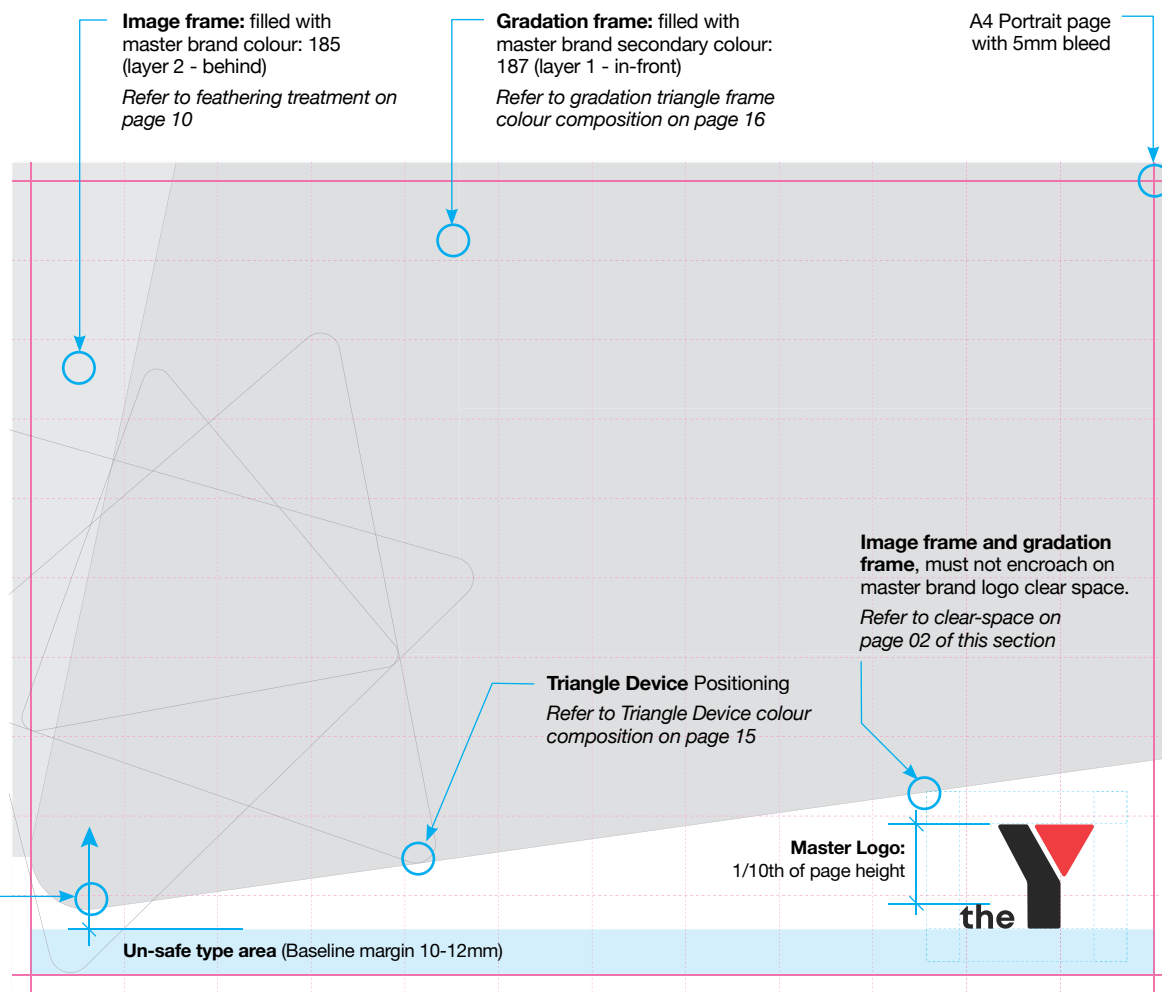
### A4 (Landscape)

This page is set up to A4 portrait and equivalent scalable sizes.

The pink grid system demonstrates recommended positioning and sizing of logos and core graphic elements.

Refer to instructions around the diagram.

Image placement within the image frame is to be positioned to the right hand side of layout to allow for graphic treatment(s) and copy placement.



# Graphic Elements

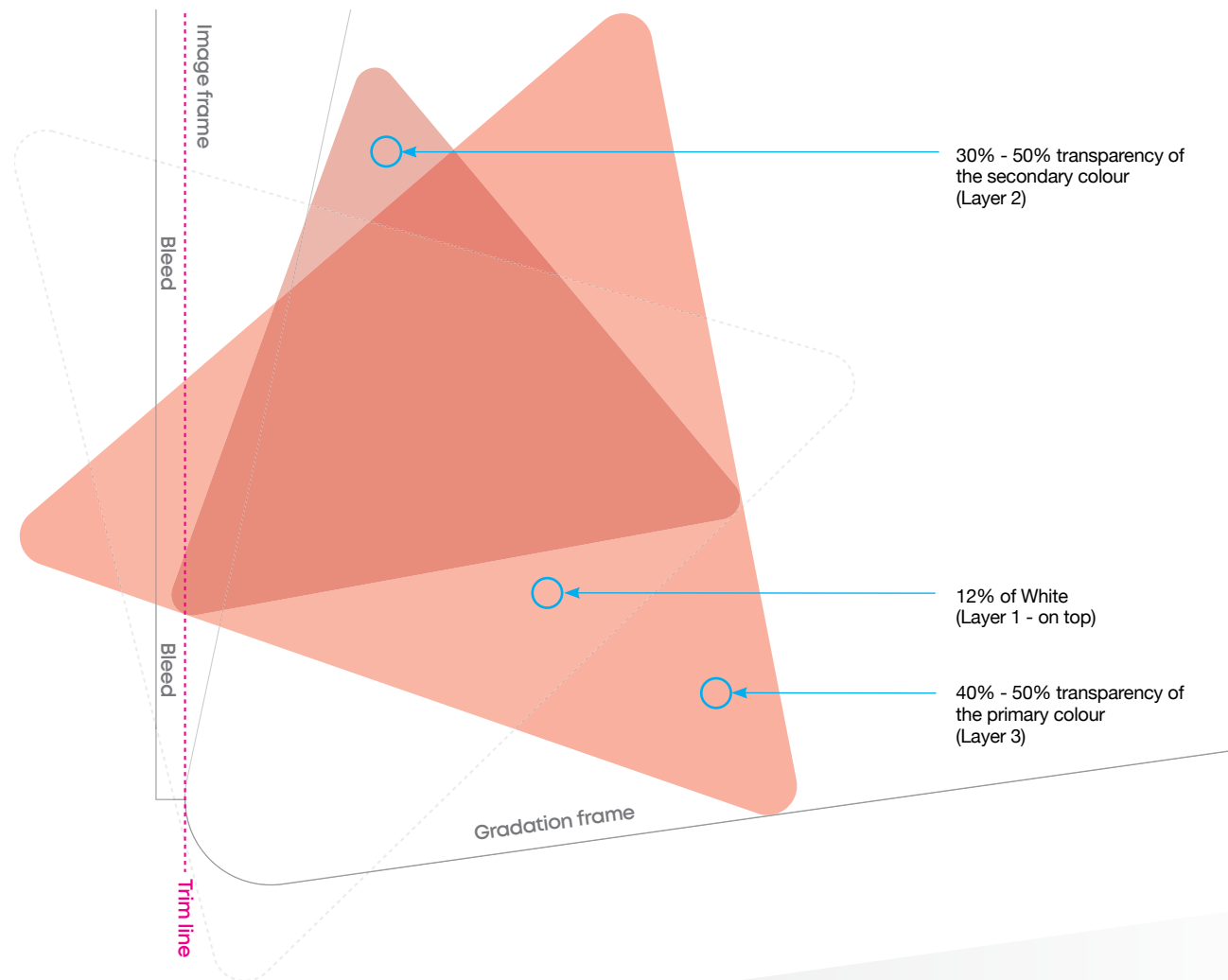
## Triangle device

**Our triangle device has been created from the curve of our new logo.**

The triangle device must feature in most creative executions.

It is preferred that the colour specification remain unaltered, however percentages (%) can be altered to achieve the desired design outcome. See recommendations on diagram.

The placement and size of the three triangles in relation to each other must not be altered. They must remain as a single 'group' and are scalable.



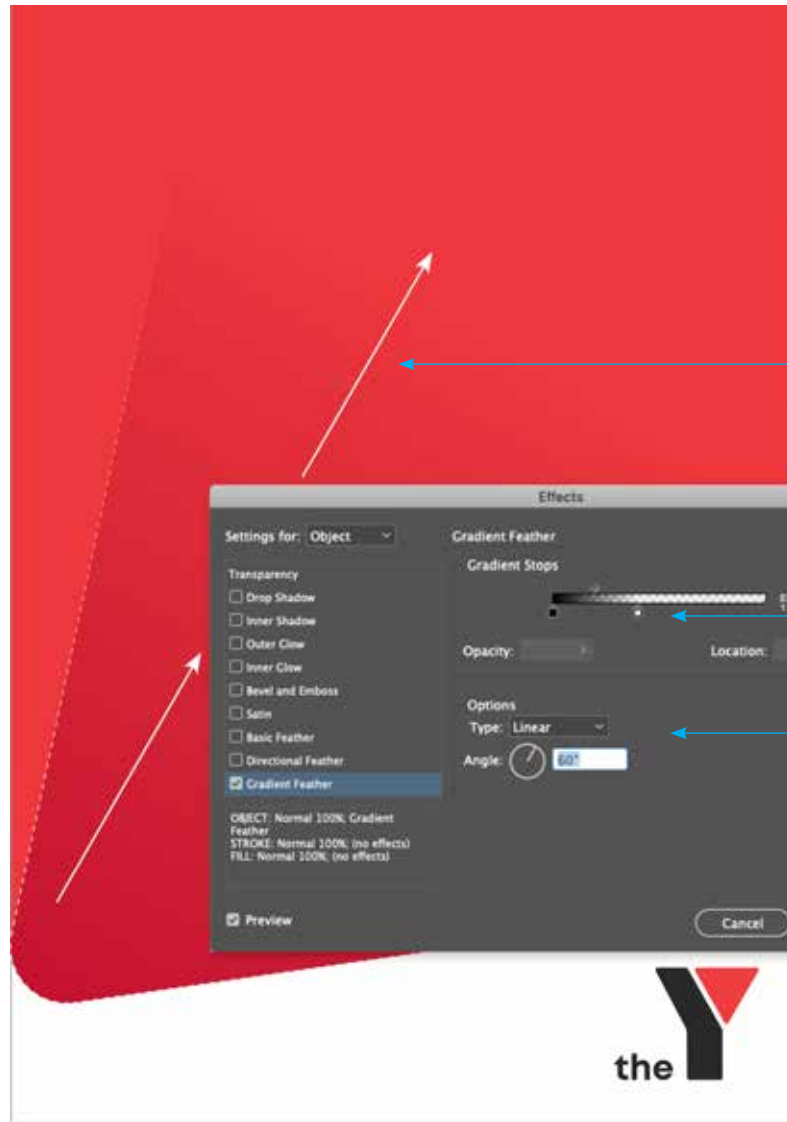
# Graphic Elements

## Gradation Triangle Frame

The gradation triangle frame is also designed to complement the curve of triangle of our logo. It's filled with the secondary colour and has a gradation feather effect applied to the frame, to create another layer of colour and depth and allow copy to be easily readable. To create this effect follow the instructions to right.

Gradation (degrees) may be altered to achieve the correct balance between imagery, copy and overall layout. This need is especially evident when comparing portrait layouts with landscape layouts.

Prescribed colours should not be altered.



**Gradation frame** filled with secondary colour: 187 (layer 1 - front)

**To create effect:**  
Select the frame.

Go to:  
Object Menu >  
Effects Menu >  
Gradient Feather

**Gradient Stops:**  
0% and 40%

**Options:**  
Type: Linear  
Angle 60°  
Angle may be altered to achieve the correct balance between imagery, copy and overall layout.

# Graphic Elements

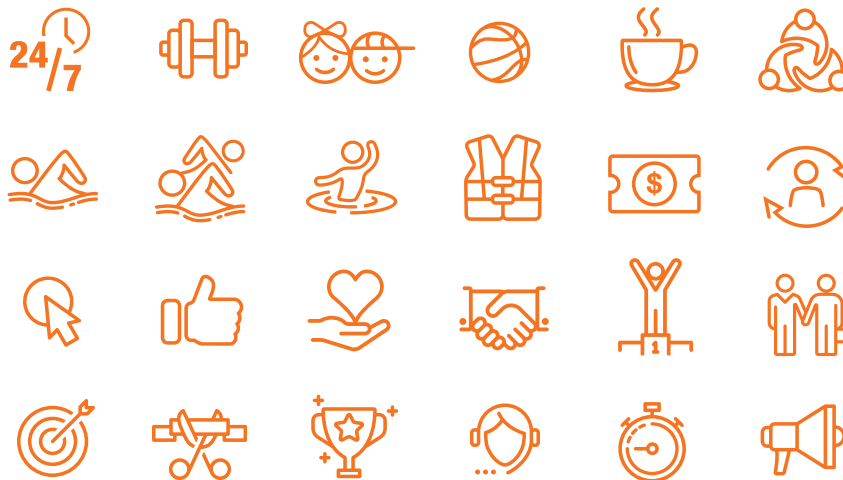
## Icon Style

In an effort to simplify design and prioritise messaging when suitable, icons can be used. We have carefully selected an icon style which complements our broader design guidelines – all existing icons can be used at the designer's discretion. 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.

## Additional Graphic Tools

Designers also have the freedom to create graphic elements such as boxed rectangles, flashes etc. in masterbrand and key service line tertiary colours.

Icons and additional graphic tools can be reversed or coloured using the relevant colour palettes.



8 – 18 JULY

FREE

# Personal Applications

## Stationery

Stationery including business cards and commonly used items such as corporate folder, letterhead and with compliments slips can all be ordered through Y Services.



# Personal Applications

## Email signatures

The positioning this email signature must take priority as per this example. Other elements such as campaign communications or indigenous acknowledgements must be secondary.



# Digital Applications

## Website Banner

The website banner (and screen contents) has been specifically designed to maintain simplicity and accessibility. Masterbrand remains front and centre in each and every interpretation.



# Digital Applications

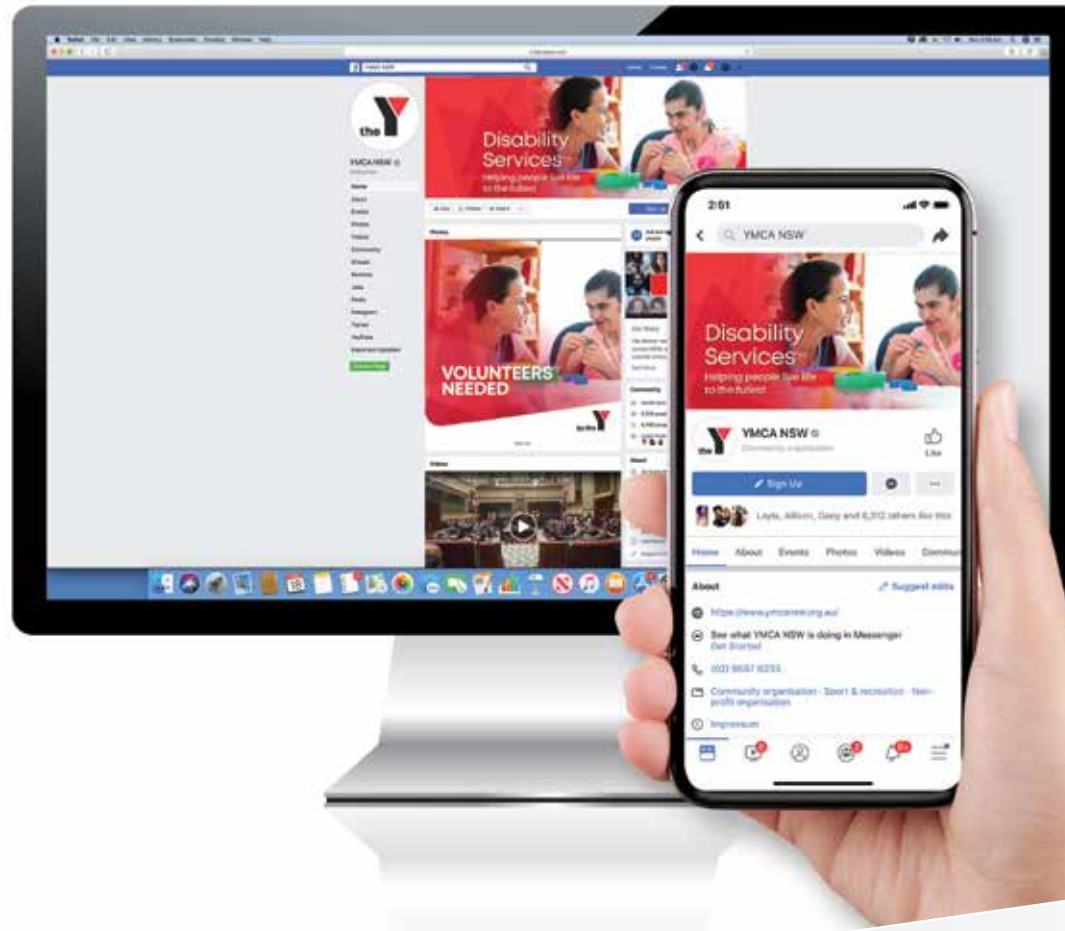
## TV screens

Typically produced to 1920 x 1080 pixels, TV screens/media screen designs should reflect basic design rules including masterbrand positioning and colour treatments. This should be applied wherever possible to both still and moving images.



# Social Media Applications

For all Y managed social media pages basic Y branding is only required for cover photos or banners. Administrators have the freedom to post content as they see fit – copy, images, video etc. within their social media guidelines or policies. You can also use Y branding for specific campaigns or promotions to design your posts.



# Social Media Applications



# Print Applications

## Posters

Simple masterbrand design principles have been applied to posters. It is noted that these principles can be applied to any proportionately sized print item from A6 to A0 (and even larger).



# Print Applications

## Flyers and Brochures

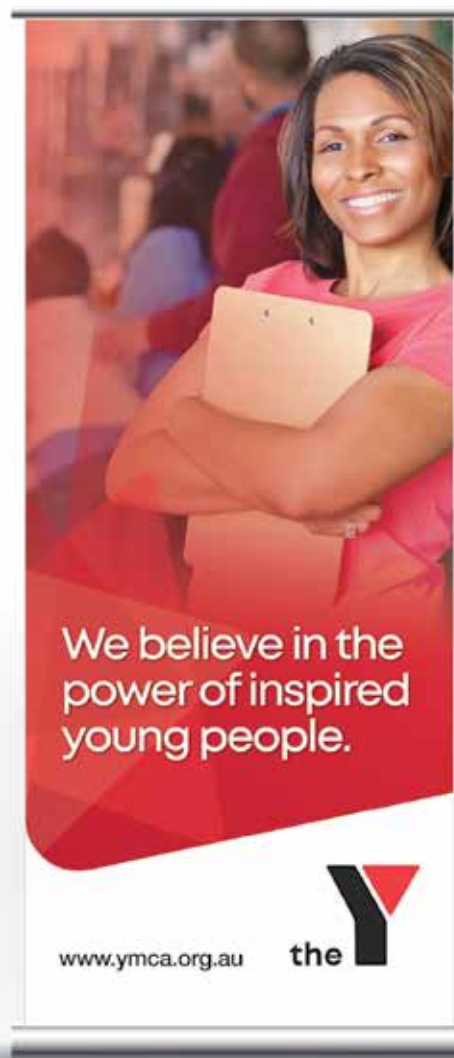
In an effort to maintain design continuity across many different forms of collateral nationwide, a broad series of templates has been developed in scalable landscape and portrait formats. This includes cover layouts, contents pages, spreads and back covers. Wherever possible, masterbrand is given prominence although flexibility is granted to the originator in order to accommodate various forms of content including graphs, tables, imagery etc.



# Print Applications

## Pull-Up Banners

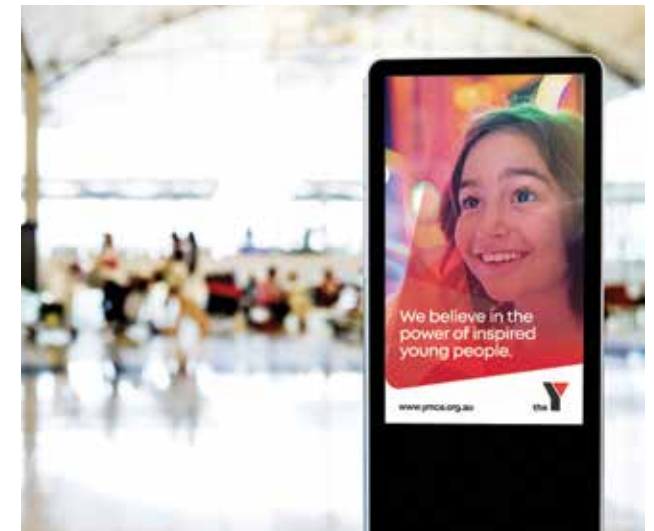
Simple masterbrand design principles apply to pull up banners.



# Outdoor Applications

## Digital retail, transit and billboard

Basic masterbrand design principles again apply to all outdoor applications. Given the breadth of options available at both local and national levels, only a small number of templates have been created to reflect both landscape (in some cases, amplified linear treatments) and portrait applications. These should act as a firm guide to the originator of any artwork and core masterbrand treatment should not be deviated from.



# Y Uniforms and Merchandise

Y Services is the sole authorized provider of uniforms to YMCA employees and volunteers in Australia and has an exclusive license to produce and retail uniform apparel and merchandise featuring the Y logo, both internally and externally. Y Services exists solely to support its member associations with collective purchasing, merchandising and sourcing expertise.

## Merchandise

Re-branded merchandise (excluding uniforms) will be available from Y Services Merchandise post AGM pending approval by the national Movement. All merchandise will align with the National Brand Architecture and Guidelines and can be ordered through the Y Services Merchandising website.

## Uniforms

A National Uniform Refresh Project Working Group has been established with members nominated by the National Leadership Team to facilitate the transition from the current uniform to the refreshed uniform. This Project Working Group is overseen by the National Leadership Team.

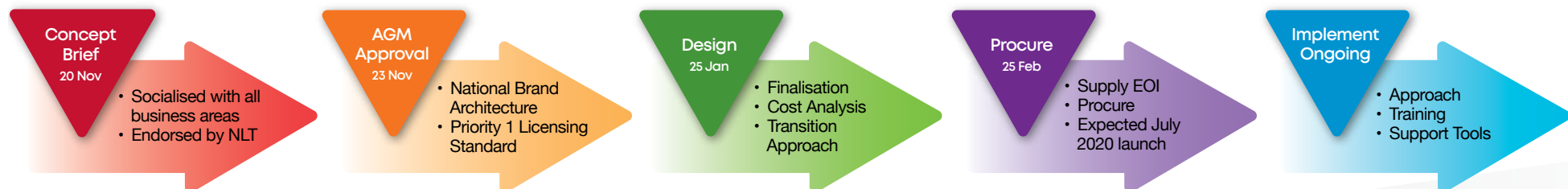
The below timeline identifies key deliverables in the next 12 months.

## Design Approval

The National Uniform Refresh Project Working Group will consult with all business areas and work with key subject matter experts to develop design taking into account the following considerations:

- requirement for the Y to be environmentally aware
- style and size range that will suit most body shapes
- position of imaging presents well on most body shapes
- uniforms are fit for purpose and practical for each business area
- uniforms are consistent with branding and comply with the new proposed National Brand Guidelines
- product range to include options for local weather conditions, winter and summer
- feedback from staff within each business area

The Project Working Group will submit a proposal to the National Leadership Team for approval of final designs.



# Additional colours for key service lines areas

Four colour palettes have been developed to allow designers to build further equity in and differentiation between the four key service lines we deliver Australia wide.

The colours can be used in design for any/all products or services that fall within each core service line. Master brand design guidelines must still be adhered to, with colour treatments being the only differentiating factor.

Full colour palettes and examples are provided on the following pages.

Our Key Service Line Areas			
Early childhood care and education	Care and education for school kids	Fitness, health and wellness, sports	Youth development, innovation and leadership

*For full colour information refer to  
page 30 and 31 of this section*

*For full colour information refer to  
page 32 and 33 of this section*

*For full colour information refer to  
page 34 and 35 of this section*

*For full colour information refer to  
page 36 and 37 of this section*

# Early childhood care and education - colour palette

This colour palette has been limited to 8 colours in total to build equity and ensure that all key service line communication remains distinctly identifiable and colour continuity is maintained at all times.

## Primary Colours

Primary colours are the default colours that are to be used for all key service line comms design (unless unavoidable).

## Secondary Colour

The secondary colour may be used as and when necessary to assist/enhance design outcomes.

The secondary colour is the only colour to be used in gradation frame.

## Tertiary Colours

Tertiary colours may be use for graphics, icons, tables, highlighted areas etc where another colour is needed to differentiate between main and secondary colours.

*All colours can be used as a percentage or transparency if required.*

### Primary Colours



**GREEN**  
PMS: 368  
CMYK: C57 / M0 / Y100 / K0  
RGB: R122 / G193 / B67  
HEX: #7AC143



**PROCESS BLACK**  
PMS: PROCESS BLACK  
CMYK: C0 / M0 / Y0 / K100  
RGB: R35 / G31 / B32  
HEX: #231F20



**GREY**  
PMS: 424  
CMYK: C0 / M0 / Y0 / K70  
RGB: R109 / G110 / B113  
HEX: #6D6E71



**WHITE**  
PMS: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #FFFFFF

### Secondary Colour



**DARK GREEN**  
PMS: 363  
CMYK: C68 / M0 / Y100 / K24  
RGB: R67 / G149 / B57  
HEX: #439539

### Tertiary Colours



**DARK PURPLE**  
PMS: 2603  
CMYK: C0 / M100 / Y79 / K20  
RGB: R110 / G41 / B141  
HEX: #6E298D



**DARK ORANGE**  
PMS: 1665  
CMYK: C0 / M68 / Y100 / K0  
RGB: R243 / G115 / B33  
HEX: #F37321



**ORANGE**  
PMS: 1365  
CMYK: C0 / M34 / Y76 / K0  
RGB: R251 / G178 / B85  
HEX: #FBB255

# Early childhood care and education - examples



# Care and education for school kids - colour palette

This colour palette has been limited to 8 colours in total to build equity and ensure that all key service line communication remains distinctly identifiable and colour continuity is maintained at all times.

## Primary Colours

Primary colours are the default colours that are to be used for all key service line comms design (unless unavoidable).

## Secondary Colour

The secondary colour may be used as and when necessary to assist/enhance design outcomes.

The secondary colour is the only colour to be used in gradation frame.

## Tertiary Colours

Tertiary colours may be use for graphics, icons, tables, highlighted areas etc where another colour is needed to differentiate between main and secondary colours.

*All colours can be used as a percentage or transparency if required.*

### Primary Colours



**PURPLE**  
PMS: 2583  
CMYK: C46 / M63 / Y0 / K0  
RGB: R147 / G112 / B3177  
HEX: #9370B1



**PROCESS BLACK**  
PMS: PROCESS BLACK  
CMYK: C0 / M0 / Y0 / K100  
RGB: R35 / G31 / B32  
HEX: #231F20



**GREY**  
PMS: 424  
CMYK: C0 / M0 / Y0 / K70  
RGB: R109 / G110 / B113  
HEX: #6D6E71



**WHITE**  
PMS: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #FFFFFF

### Secondary Colour



**DARK PURPLE**  
PMS: 2603  
CMYK: C0 / M100 / Y79 / K20  
RGB: R110 / G41 / B141  
HEX: #6E298D

### Tertiary Colours



**THE Y: RED**  
PMS: 185  
CMYK: C0 / M93 / Y79 / K0  
RGB: R240 / G32 / B32  
HEX: #F02020



**GREEN**  
PMS: 368  
CMYK: C57 / M0 / Y100 / K0  
RGB: R122 / G193 / B67  
HEX: #7AC143



**ORANGE**  
PMS: 1365  
CMYK: C0 / M34 / Y76 / K0  
RGB: R251 / G178 / B85  
HEX: #FBB255

## Care and education for school kids - examples



**FREE ZOO VISIT!**

Engage kids – come monkey about with the Y on the weekend  
**SATURDAY 12 DECEMBER, 10AM-3PM**  
 Sign up for Occasional Care by 6 December\*

\* Conditions Apply

SERVICE, CENTRE OR FACILITY NAME  
 888 Smith Street, Tully VIC 3000 | p: 03 9888 8888 | e: info@ymca.org.au | w: www.ymca.org.au | f: theysoocialhande

SAFELY GUARDING CHILDREN

the Y



**SCHOOL HOLIDAY FUN** 8 – 18 JULY

AGE GROUP: 5 – 15 YEAR OLDS

A holiday program to keep the young ones entertained during their time off. A mixture of activities such as pool party, craft and much more! Sessions run on weekdays.  
**SIGN UP TODAY!**

*They'll want to come again tomorrow*

Fleurieu Aquatic Centre

the Y



**SCHOOL HOLIDAY FUN** 8 – 18 JULY

AGE GROUP: 5 – 15 YEAR OLDS

**WEEK 1**

MON 8th July	Aqua Fit Kids*	10.30am - 11am
TUE 9th July	Treasure Hunt	1pm - 2.30pm
WED 10th July	Inflatables	1.30 - 3.30pm
THU 11th July	Crafty Kids	1pm - 2.30pm

**WEEK 2**

MON 15th July	Crafty Kids	1pm - 2.30pm
TUE 16th July	Inflatables	1.30 - 3.30pm
WED 17th July	Snorkel Sessions*	11am - 11.45am, 12pm - 12.45pm
THU 18th July	Treasure Hunt	1pm - 2.30pm

\* Bookings essential. Suited for children ages 7+ who are confident swimmers in deep water.  
 Contact reception on 7078 4150 or email: fleurieuaquatic@ymca.org.au  
 fleurieuaquaticcentre.com.au/school-holiday-fun

Fleurieu Aquatic Centre

the Y

**EARLY LEARNING CENTRE NAME**  
 888 Smith Street, Town Name VIC 3000  
 p: 03 9888 8888 | e: info@ymca.org.au  
 w: www.ymca.org.au | f: theysoocialhande

# Fitness, health and wellness, sports - colour palette

This colour palette has been limited to 8 colours in total to build equity and ensure that all key service line communication remains distinctly identifiable and colour continuity is maintained at all times.

## Primary Colours

Primary colours are the default colours that are to be used for all key service line comms design (unless unavoidable).

## Secondary Colour

The secondary colour may be used as and when necessary to assist/enhance design outcomes.

The secondary colour is the only colour to be used in gradation frame.

## Tertiary Colours

Tertiary colours may be used for graphics, icons, tables, highlighted areas etc where another colour is needed to differentiate between main and secondary colours.

*All colours can be used as a percentage or transparency if required.*

### Primary Colours



**ORANGE**  
PMS: 1365  
CMYK: C0 / M34 / Y76 / K0  
RGB: R251 / G178 / B85  
HEX: #FBB255



**PROCESS BLACK**  
PMS: PROCESS BLACK  
CMYK: C0 / M0 / Y0 / K100  
RGB: R35 / G31 / B32  
HEX: #231F20



**GREY**  
PMS: 424  
CMYK: C0 / M0 / Y0 / K70  
RGB: R109 / G110 / B113  
HEX: #6D6E71



**WHITE**  
PMS: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #FFFFFF

### Secondary Colour



**DARK ORANGE**  
PMS: 1665  
CMYK: C0 / M68 / Y100 / K0  
RGB: R243 / G115 / B33  
HEX: #F37321

### Tertiary Colours



**THE Y: RED**  
PMS: 185  
CMYK: C0 / M93 / Y79 / K0  
RGB: R240 / G32 / B32  
HEX: #F02020



**DARK PURPLE**  
PMS: 2603  
CMYK: C0 / M100 / Y79 / K20  
RGB: R110 / G41 / B141  
HEX: #6E298D



**GREEN**  
PMS: 368  
CMYK: C57 / M0 / Y100 / K0  
RGB: R122 / G193 / B67  
HEX: #7AC143

## Fitness, health and wellness, sports - examples



# Youth development, innovation and leadership - colour palette

This colour palette has been limited to 8 colours in total to build equity and ensure that all key service line communication remains distinctly identifiable and colour continuity is maintained at all times.

## Primary Colours

Primary colours are the default colours that are to be used for all key service line comms design (unless unavoidable).

## Secondary Colour

The secondary colour may be used as and when necessary to assist/enhance design outcomes.

The secondary colour is the only colour to be used in gradation frame.

## Tertiary Colours

Tertiary colours may be used for graphics, icons, tables, highlighted areas etc where another colour is needed to differentiate between main and secondary colours.

*All colours can be used as a percentage or transparency if required.*

### Primary Colours



**BLUE**  
PMS: 306  
CMYK: C75 / M0 / Y7 / K0  
RGB: R0 / G188 / B228  
HEX: #00BCE4



**PROCESS BLACK**  
PMS: PROCESS BLACK  
CMYK: C0 / M0 / Y0 / K100  
RGB: R35 / G31 / B32  
HEX: #231F20



**GREY**  
PMS: 424  
CMYK: C0 / M0 / Y0 / K70  
RGB: R109 / G110 / B113  
HEX: #6D6E71



**WHITE**  
PMS: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #FFFFFF

### Secondary Colour



**DARK BLUE**  
PMS: PROCESS BLUE C  
CMYK: C100 / M10 / Y0 / K10  
RGB: R0 / G147 / B208  
HEX: #0093D0

### Tertiary Colours



**DARK PURPLE**  
PMS: 2603  
CMYK: C0 / M100 / Y79 / K20  
RGB: R110 / G41 / B141  
HEX: #6E298D

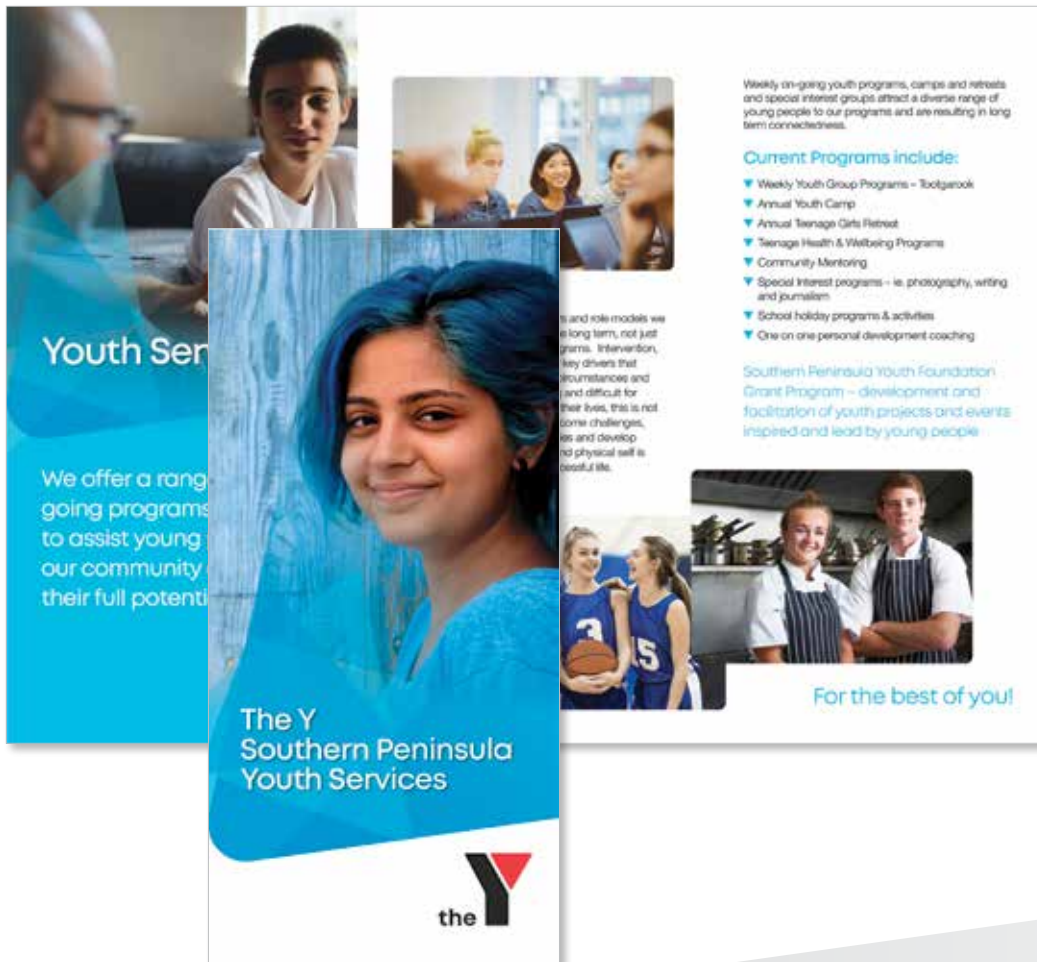


**PURPLE**  
PMS: 2583  
CMYK: C46 / M63 / Y0 / K0  
RGB: R147 / G112 / B317  
HEX: #9370B1



**ORANGE**  
PMS: 1365  
CMYK: C0 / M34 / Y76 / K0  
RGB: R251 / G178 / B85  
HEX: #FBB255

# Youth development, innovation and leadership - examples



**Youth Services**

We offer a range of ongoing programs to assist young people in our community to reach their full potential.

**The Y Southern Peninsula Youth Services**

Weekly on-going youth programs, camps and retreats and special interest groups attract a diverse range of young people to our programs and are resulting in long term connectedness.

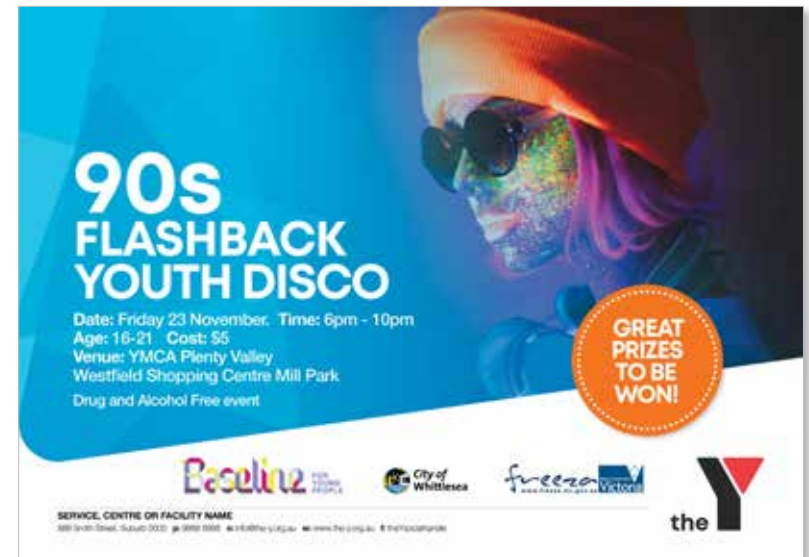
**Current Programs include:**

- Weekly Youth Group Programs - Toolgarook
- Annual Youth Camp
- Annual Teenage Girls Retreat
- Teenage Health & Wellbeing Programs
- Community Mentoring
- Special Interest programs - ie. photography, writing and journalism
- School holiday programs & activities
- One on one personal development coaching

Southern Peninsula Youth Foundation Grant Program - development and facilitation of youth projects and events inspired and lead by young people

For the best of you!

**the Y**



**90s FLASHBACK YOUTH DISCO**

Date: Friday 23 November. Time: 6pm - 10pm  
Age: 16-21. Cost: \$5  
Venue: YMCA Plenty Valley  
Westfield Shopping Centre Mill Park  
Drug and Alcohol Free event

**GREAT PRIZES TO BE WON!**

**Baselinez** **City of Whittlesea** **freemove** **the Y**

SERVICE CENTRE OR FACILITY NAME  
888 South Street, Sunbury 3086 | 0945 8888 | info@the-y.org.au | www.the-y.org.au | theyfoundation

# Co-Branding

National Brand Guidelines





# Contents

- 02 **Types of co-branding**
  - 02 Y branding only
  - 02 Co-branding contract arrangement
  - 02 No Y branding contract arrangement
- 03 **Other examples of partnership co-branding**

## Y branding only

### Be loud and proud about the Y brand!

This is where we either own the site or our contract partner recognises the true value of the Y brand and wants the centre to be fully Y branded.



## Co-branding contract arrangement

Where we are 'visitors' on someone else's brand property – we need to comply with your contract partner's branding requirement, either partially or fully. At a bare minimum, your partner allows the Y logo to appear to represent the partnership. Below is how this level of contract relationship should be represented.



## No Y branding contract arrangement

In you are managing marketing or design for a centre that is allowed no Y branding due to the contractual arrangement, you must follow your contract partner's branding guidelines. This is not ideal, and should be reconsidered and renegotiated when your contract is up for renegotiation or re-tendering.

# Other examples of partnership co-branding

In cases where the Y has a partnership with another organization to deliver a program or service, or to run a campaign or event, at a minimum, all partner logos should be represented side by side.

You can also negotiate for other elements of the Y brand such as the master brand colors, triangle device, fonts or image treatments, to be used in partnership branding opportunities.

Here are some examples of how your partner branding relationship might be able to be presented. These demonstrate the use of different colours and master brand design devices but will always ultimately be determined by the nature and parameters dictated by partnership(s) agreements.

*Refer to page 02 and 04 of the 'Style Guide: the Y' section for further information about our master brand clear space and co-branding placement.*

**SCHOOL HOLIDAY FUN 8-18 JULY**

A holiday program to keep the young ones entertained during their time off. A mixture of activities such as pool party, craft and much more! Sessions run on weekdays.

WEEK 1		
MON 8th July	Aqua Fit Kids*	10.30am - 11am
TUE 9th July	Treasure Hunt	1pm - 2.30pm
WED 10th July	Inflatables	1.30 - 3.30pm
THU 11th July	Crafty Kids	1pm - 2.30pm

WEEK 2		
MON 15th July	Crafty Kids	1pm - 2.30pm
TUE 16th July	Inflatables	1.30 - 3.30pm
WED 17th July	Snorkel Sessions*	11am - 11.45am, 12pm - 12.45pm
THU 18th July	Treasure Hunt	1pm - 2.30pm

\*Aqua Fit Kids and Snorkel Sessions are for children aged 7+ who are confident swimmers in deep water. Contact reception on 9558 8888 or email: schoolholidayprogram@the-y.org.au

Bookings essential. Sessions run on weekdays.

City of Whittlesea the Y

**NDIS SUPPORT COORDINATION**

YMCA Whittlesea provides NDIS Support Coordination services that assist you to find the right providers with the right services to meet your personal needs. Our role is to work together with you to help put your NDIS plan into action. We are a trusted advisor who can help you to coordinate a range of supports, both funded and mainstream, to ensure you are getting the right services.

**Working closely with you and your support network, we are here to assist you to make progress with your goals and aspirations, explore your options for different service providers and develop resilience in your own network and community. Our Support Coordination service aims to strengthen your ability to undertake tasks associated with the management of your own supports under the NDIS.**

**How can we help?**  
We can support you to:  
- Identify services that meet your individual needs  
- Coordinate service providers and support that you choose  
- Liaise with government agencies  
- Obtain quotes for services  
- Link you into work or other community activities  
- Coordinate health and medical specialists  
- Work with you to help resolve points of crisis  
- Implement and monitor your NDIS plan  
- Re-evaluating your goals prior to a plan review

**Choosing YMCA Whittlesea as your Support Coordination Provider**  
This is the easy part! All you have to do is tell the NDIS planner and they will make contact with us. We aim to maximise the level of choice and control you have in managing your NDIS plan.

YMCA Whittlesea confirms that there is no conflict of interest, with regard to being a Coordinator of Supports and a Service Delivery Provider.

ndis Australian Childhood Foundation the Y

SERVICE, CENTRE OR FACILITY NAME  
88 Smith Street, Suburb 3076 p 9558 8888  
e info@the-y.org.au w www.the-y.org.au f theywhittlesea

**You'll love the way they grow**

**3 and 4 year old Kindergarten**

Voluntatem, coram acce tatis ne aut tam, quamquam v. andri nisi estiam viti diti viciat. litem, eosst. pinto omniagu idendi ni, sit a diti mitem sunt, corrupta. litem, nisi litem.

**ENROL NOW!**

Galada Kindergarten the Y

EARLY LEARNING CENTRE NAME  
p info@the-y.org.au w info@the-y.org.au  
w www.the-y.org.au f theywhittlesea

**SWIMMING LESSONS**

**Get ready for summer**

the parks the Y

**90s FLASHBACK YOUTH DISCO**

Date: Friday 23 November, Time: 6pm - 10pm  
Age: 16-21 Cost: \$5  
Venue: YMCA Plenty Valley  
Westfield Shopping Centre Mill Park  
Drug and Alcohol Free event

**GREAT PRIZES TO BE WON!**

Baseline FOR YOUNG PEOPLE City of Whittlesea Freeza the Y

SERVICE, CENTRE OR FACILITY NAME  
88 Smith Street, Suburb 3076 p 9558 8888  
e info@the-y.org.au w www.the-y.org.au f theywhittlesea



# Compliance

National Brand Guidelines





# Compliance

The National Council of the YMCAs of Australia (YMCA Australia) is holder of all Y trademarks including our logos and has overall responsibility for compliance with the National Brand Guidelines as a Priority 1 Licensing Standard.

YMCAs can begin to use the Masterbrand logo according to the design rules outlined in these guidelines, post Movement approval at the Annual General Meeting on 23 November, 2019.

Use of the Key service line brands are embargoed until 2021, unless otherwise authorized by the National Board of the Y, while national working groups further develop key implementation strategies that take into account both our employees and customers.

All Ys are required to be fully compliant with the the Y national branding guidelines by July 2022, giving our members two full business years to effectively budget and plan for the transition.

In addition to an Online National Brand Resource Portal which will be released to the Movement as soon as practical post 23 November 2019, further training and induction programs for our new brand will be delivered to both staff and customers in 2020, again as soon as possible.

Member Ys will be audited for compliance with the brand guidelines supported by ongoing education, training and compliance tools to be co-created with our members.

**For any inquiries relating to the National Brand Guidelines please contact Y Australia.**