### Brand Guidelines





Our shared strategy and plan for greater collective YMCA impact, and a better world

### **Our Logos**

The logo lockup colours are:

- full colour with black text (on white background)
- full colour with white text (on black background)
- all black on white background or secondary colour pallette background
- all white on black background or secondary colour pallette
- background all black or white on an image background

### Download the logos here



VISION 2030





**VISION 2030** 







VISION **2030** 

VISION 2030





### **Co-Branding**

These co-branding examples show the Vision 2030 logo in use alongside another YMCA logo. You can place the Vision 2030 logo on either side, as you wish.

















### **Primary Colours**

PANTONE P 55-16 C

#D51A3C RGB(213,26,60) CMYK(0,88,72,16)

**Vision Red** 

PAPER WHITE

#FFFFFF RGB(255,255,255) CMYK(0,0,0,0)

**Paper White** 

PANTONE P 48-6 C

#F36E52 RGB(243,110,82) CMYK(0,55,66,5)

**Vision Orange** 

PANTONE P 179-2 C

#E7E7E7 RGB(231,231,231) CMYK(0,0,0,9)

**Vision Grey** 

**Vision Yellow** 

PANTONE P PROCESS BLACK C

#231F20 RGB(35,31,32) CMYK(0,11,9,86)

**Vision Black** 

### **Our Typeface**

## Inter

The typeface is Inter shown here in light, regular and bold. Similar fonts: Arial is the closest Microsoft font, and can be used too.

# Light Regular Bold





### Pillars of Impact Icons

Here are the four Vision 2030 Pillar icons – please use these so that all YMCAs all over the world are branding their work on the Pillars in the same way.

#### Download the icons here







Meaningful Work



Sustainable **Planet** 



**Just** World



Community Wellbeing



Meaningful Work



Sustainable **Planet** 



Just World



Community Wellbeing



Meaningful Work



Sustainable **Planet** 



Just World

### The Wording

YMCA Vision 2030 is the global YMCA Movement's first ever shared strategy and plan. It's designed to inspire young people to be and to lead they change they want to see. Its purpose is to help the worldwide YMCA reach its goal of being the world's partner of choice as a youth empowerment organisation.

Adopted at the 20th YMCA World Council in July 2022 after almost three years of consultation, Vision 2030 comprises a collective vision statement, a mission statement, and the four key 'Pillars of Impact' under which our work falls: Community Wellbeing, Meaningful Work, Sustainable Planet, Just World. Each Pillar has three Strategic Goals attached to it: an internal YMCA goal, a goal for the communities the YMCAs serve, and a global advocacy goal. Vision 2030 is closely aligned to the UN Sustainable Development Goals, which must also be achieved by 2030.

Vision 2030 seeks to unite and inspire the global YMCA Movement, multiplying and maximising its collective impact. Within our YMCA Movement, it makes us stronger. Outside our Movement, it helps us reach out to the partners, funders, organisations and individuals – including hundreds of millions of young people we don't yet know - who are crucial to our work.

Our YMCA vision is a world where every person lives in harmony with self, with society and with creation.

Our YMCA mission is to empower young people and communities worldwide to build a just, sustainable, equitable and inclusive world, where every person can thrive in body, mind and spirit.

For more information, see the YMCA Vision 2030 pages on the World YMCA website.

### Help us as we help each other

Please tag the World YMCA Facebook, Instagram, Twitter and LinkedIn accounts with your **Social Media** mentions of Vision 2030, and use the hashtag **#YMCAVision2030.** 

Send us all your Vision 2030 stories using this Google form: we will edit and graphic-design them, and make them available across the Movement and beyond.

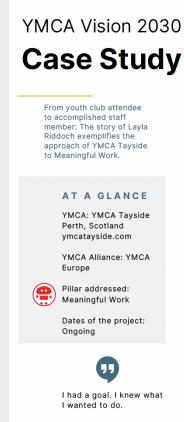
Thank you for your support as the worldwide YMCA family joins forces to tell a global and local story of global and local impact!

May 2023 www.ymca.in communications@ymca.int









YMCA VISION



Through the story of one person's experience th project addresses three main questions:

How to help young people determine their caree

How to support their career goals:

How to provide leadership pathways for young people to go from YMCA programme participant

Following the story of 19-year-old Layla Riddich, YMCA Tayside shares the positive impact of long-term youth work and how it encourages young people

> Layla was 10 when she began attending junior youtl clubs at the YMCA. "There were games, and all my friends went along. I didn't know much about the YMCA; it had bouncy castles and was a fun space for young people to meet. One of the youth workers was Matthew, and he seemed like a cool guy to me. I love

THE RESPONSE

Through her early teens, Layla stayed with the YMCA, going from the youth club to the Teen Drop in. When she was 14-15 years old, Layla changed schools, which was challenging for her. She was bullied, she said, and she "hated" it there and left when she turned 16. "I had a goal. I knew what