



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## About the Y Brand Strategy

The Y has the unique capacity to address many of the challenges facing the nation today. Through our new brand strategy, we're confident we will extend our relevance and our impact on communities, as we nurture the potential of youth and teens, improve the nation's health and well-being and provide support to neighbors.

The new brand strategy—the result of more than two years of analysis and input from Y leaders across the country—is designed to help us tell the Y's story and reach more people. There are several components to our strategy, among them an updated logo, a refreshed framework and new nomenclature. What remains unchanged is our mission: to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

- **Updated logo:** Our updated, forward-looking logo reflects the vibrancy, diversity and heritage of our organization. The updated logo retains the triangle (symbolizing spirit, mind and body—foundational elements of the Y), and for the first time in 43 years, our logo requires “YMCA” to be present in all treatments, creating a stronger connection between our name and visual identity. This was not the case with the previous logo.
- **Refreshed framework:** With a focus on the three specific areas of youth development, healthy living and social responsibility, the Y is changing how we talk about ourselves so that people better understand the benefits of engaging with us.
- **New nomenclature:** When speaking about the Movement in the United States, we will refer to ourselves as “the Y” to align with how people most commonly refer to our organization. Individual Ys are required to use YMCA as a part of their formal association or branch name. We will continue to use Young Men's Christian Association in legal and constitutional materials.

This is a very important, exciting time for the Y. Our commitment to building greater awareness for the important work we do will allow us to expand our efforts and further strengthen communities across the country. More information can be found at [ymca.net](http://ymca.net).