Brand Style Guide

Version 1.0.3 7/3/2015
INTRODUCTION
This is a substantial moment for Youth for Christ.

Much more than a new logo, it is a step of unity and solidarity for the sake of the kids we love. The vision God has given Youth for Christ leads us to places where our brand must transcend any context -- from uniformly lit institutions to dark alleyways. Historically this has led us to creative variations of our visual mark that dilute the Unified Focus we experience as a movement. We owe it to our King to display ourselves outwardly with the unity He prayed for.

We will not abandon history; we will celebrate and build on it. One of Youth for Christ’s earliest taglines was: “Geared to the Times, Anchored to the Rock.” With this refreshed look, we boldly retool for this present age while unapologetically declaring we are still anchored to the Rock of Ages.

Found within this document are the keys to communicating our new visual identity. The majority of this guide discusses design, logos, and font standards. But, before we get into “lockups” and margins, let me be clear that this document is incomplete and useless on its own.

That’s because we are counting on YOU to represent this shift and lead us into a new era of influence.

It is important to understand that this influence is not centered around personal gain or the rise of Youth for Christ... but for the kids far from Jesus who need hope, life, and redemption; for armies of available volunteers who have not yet heard about our mission; for partners who will be inspired to launch us into new communities.

I’m asking you to read this prayerfully, humbly, and intentionally for the sake of representing our unity for those who have not yet joined Youth for Christ or met Jesus.

We are counting on you to be the advocates of this new brand -- first, to the redemptive hope Jesus brings, and second, to the significant opportunity we have when we lock arms together in the mission of Youth for Christ.

This is not about a logo, but it is absolutely about a mark.

Leave it to our King to take meaningless geometric shapes and pour profound and eternal meaning into them.

Soli Deo gloria,

Dan Wolgemuth
President/CEO
**WHY “BRAND”?**

We have all experienced a handshake — the universal, physical symbol of “Nice to meet you.” You lean in just a bit, stick out your hand, and close your fingers around theirs. Not too hard, not too soft.

What comes next?

Because we’re about relationships, we start with good questions. We listen to their story. Because people listen to people who listen.

But, even in this first encounter, we disclose bits and pieces of our own story. We look the person in the eye and tell them about ourselves — our name, our interests, our family, our pain, or sometimes just what we had for lunch.

They notice our clothes and if our shoes are tied. Through verbal and non-verbal cues we can’t help but give slight hints about our worldview and personality:

Do you smile a lot? Furrow your brow? Laugh out loud or over-the-top? Break eye contact when you feel unsure or intimidated? Shake your head with genuine interest... Or give them a distracted nod until they stop talking?

This is a guide to Youth for Christ organizationally at the time of and immediately after the handshake. How does YFC appear to the audience? Are we soft? Reactive or proactive? Messy or neat? Rugged or business casual? Do we talk excitedly, with a short clip, and in a high voice... Or do we spend time with our thoughts before giving a calm, quiet answer? Do we write our name in a scribble? Long? Tapered? Elegant?

This is the moment they decide.
THE YOUTH FOR CHRIST BRAND PERSONA

Take a moment right now to reflect on the person who made the most positive mark on your life’s story. Maybe it was that “perfect” coach, youth leader, or teacher you had in school... Maybe a parent, or the hero who stepped in for the parent you never had.

This figure has important qualities that the YFC brand mirrors: abides deeply in Jesus so that every story is fresh, is slow to judge, listens before giving advice, always mentors intentionally – never just preaches, creates moments of ease when life or conversation gets heavy, and is fearless in their pursuit of the broken and lost no matter the environment or circumstance.

This is the person you look to when life is difficult and you need real advice, but you need it without judgment or a self-righteous attitude. Fun is natural to them, but they heroically rise to occasion in the face of disaster or injustice. With a deep connection to this life-giving Jesus Himself, their attention is never wandering or delayed.
This initial resource is designed to help guide your team through the use of our new brand, in an effort to create strong brand consistency across the USA movement of Youth For Christ.

The YFC/USA marketing team is committed to come alongside, provide feedback, and help however we can. It will take years to build a strong portfolio of this new image, and there will be more added to this guide to support that effort.

During this initial phase of resource and collateral development, we request the opportunity to proof all pieces you are working on, in order to ensure that a consistent brand representation is demonstrated as we transition to this new visual language. This will also allow us to celebrate and share the best work across the movement.

For input related to your designs, please submit them to branding@yfc.net and allow three week days for feedback. This proofing is an important step, which will allow the outward expression of our brand to reflect the unity we enjoy in YFC.

Marketing materials include the following: website, posters, flyers, signage, billboards, TV and radio spots, direct mailers, brochures, digital banner ads, or anything being distributed publicly. Additionally, please seek feedback for all merchandise and resource items you order.

At the time of this guide’s printing, very few practical examples exist. For a living, breathing version of this guide complete with recent examples, check our website at www.branding.yfc.net. YFC/USA has also licensed a web-based print shop for your use, available at the link above... offering you the ability to customize professionally designed templates and order your own direct mail pieces.
The Youth for Christ icon is made up of six circles. Each circle is a different size, with a diameter of 6, 7, 8, 9, 10, or 11 units. The circles are arranged to form three intersecting rings.
Using the Icon Alone

As we enter this season, promoting our new identity and reframing our brand story for a growing audience, it’s imperative we follow a few simple rules involving the new icon:

The YFC icon must be included on all pieces of merchandise. This includes t-shirts, hats, notebooks, DVDs, etc.

To avoid confusion with other logos (olympic rings or mickey mouse ears) the Youth for Christ icon may not be angled differently than what is covered in this guide.

Additionally, when used alone, the icon should be given space on all sides equal to 1/4 its height.
HANGING THE ICON

The Youth for Christ icon can be “hung” off the edge of print materials or digital canvases. This is a good way to create a distinct visual look.

A hanging icon is only allowed on the upper-left edge of a print piece or digital document.

The icon should extend off the canvas on the top and left edges by a distance equal to 1.5 times the width of one of the icon’s rings.
USA LOCKUPS
Youth for Christ Primary
This is the primary lockup, or layout, for the Youth for Christ National Identity.
USA LOCKUPS

Youth for Christ with Tagline
The “Give life to your story” tagline may optionally be included in the negative space next to FOR.

Youth for Christ Horizontal
When necessary, the text may be placed on one line. In this case, the tagline may be placed below the title as shown.
USA LOCKUPS

National Ministries

National Ministry names are shown on two lines. When referring to the national ministry generally (not a specific location), the lockups have no accompanying text. Campus Life High School, Campus Life Middle School, and YFC Military Club Beyond are exceptions to this rule.
USA LOCKUPS

Proportions
In all lockups, the height of the Youth for Christ icon should be 3.5 times the height of the letter F in the title text.

Spacing
All lockups should be given an amount of space on each side equal to at least the height of the letter F in the title text.
USA LOCKUPS

Alignment
The Youth for Christ icon is always vertically center-aligned with all accompanying text.
## USA LOCKUPS

### Sizing

Lockups should be sized at a minimum height of 1/4 inch in print media and 25px in digital media. Height is used as reference since widths can vary depending on ministry names. When the tagline is present, the minimum height is 5/8 inch or 100px.

<table>
<thead>
<tr>
<th>Sizing</th>
<th>Without Tagline</th>
<th>With Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINT</strong></td>
<td>1/4 inch</td>
<td>5/8 inch</td>
</tr>
<tr>
<td><strong>DIGITAL</strong></td>
<td>25px</td>
<td>100px</td>
</tr>
</tbody>
</table>
USA LOCKUPS

Colors
All USA Lockups use Youth for Christ Red and Youth for Christ Black, defined below. Use the two color version where possible.

TWO-COLOR (PREFERRED)

ONE-COLOR

REVERSED-OUT

YFC RED

YFC BLACK

Pantone 7597
R209 G65 B36
#d14124
C0 M85 Y100 K4

Pantone Black 6
R16 G24 B32
#101820
C100 M79 Y44 K93

Introduction
Brand Persona
YFC Icon
National Lockups
Lockups with Location
Color
Application

USA

LOCKUPS

Brand Persona
National Lockups
YFC Icon
Lockups with Location
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18

18
LOCATION-BASED LOCKUPS
LOCATION-BASED LOCKUPS

When using the identity system in reference to a specific location, the name of the location is always included in order to distinguish from Youth for Christ USA.

Primary Lockup
In the primary location-specific lockup, the location name is placed in the negative space next to FOR.
LOCATION-BASED LOCKUPS

With Tagline
The “Give life to your story” tagline may optionally be included as shown.

Horizontal Lockup
When necessary, the text may be placed on one line. In this case, the tagline may be placed next to the location as shown.
LOCATION-BASED LOCKUPS

National Ministries
National ministry names are shown on two lines with the location names placed either below or above. The choice of where to place the location name is left to the leadership of the relevant group. Is it not an option, however, to use both versions at different times for the same ministry.
**LOCATION-BASED LOCKUPS**

**Proportions**
In all lockups, the height of the Youth for Christ icon should be 3.5 times the height of the letter F in the title text.

**Spacing**
All lockups should be given an amount of space on each side equal to at least the height of the letter F in the title text.
LOCATION-BASED LOCKUPS

Alignment
The Youth for Christ icon is always vertically center aligned with all accompanying text, except for the tagline, when present.
LOCATION-BASED LOCKUPS

Sizing
Lockups should be sized at a minimum height of 3/4 inch in print media and 80px in digital media. Height is used as reference since widths can vary depending on ministry names. These measurements apply whether the tagline is present or not.
LOCATION-BASED LOCKUPS

Color Usage
The Youth for Christ identity system uses a palette made up of twelve colors and black (see Color Codes on page 28 for precise definitions of these colors). Local leaders are free to use any of these colors as primary identifying colors for their ministries. Other colors may be used in accompanying materials, but not as a primary color.
YOUTH FOR CHRIST
USA COLORS

General Usage
YFC Red is now the official color of Youth for Christ at the national level. It is complemented by the grey and black colors shown.

This simple palette has been chosen as a bold step forward for Youth for Christ. By taking ownership of a single, unified palette for the first time, the Youth for Christ brand is strengthened with unprecedented unity and clarity.

Wherever the YFC brand is front-and-center, colors are limited to this palette. However, materials using the Youth for Christ brand may use other colors in secondary elements where it is necessary and appropriate.

See the Application section for examples of how to create dynamic, engaging designs with this palette.

R209  G65  B36
C0  M85  Y100  K4
PMS 7597
#d14124

R112  G115  B114
C30  M20  Y19  K58
PMS 424
#707372

R16  G24  B32
C100  M79  Y44  K93
PMS Black 6
#101820
General Usage
The Youth for Christ local chapter color palette is made up of twelve colors. These colors (along with the specified Youth for Christ Black) are the primary colors used in all Youth for Christ materials.

These colors were selected to be distinct from one another. Using too many of them together can result in an unappealing (and off-brand) “rainbow” effect.

Bold use of color is part of the Youth for Christ visual identity. A few well-chosen and well-used colors generally achieves this better than a palette of many competing colors.

★ Primary Brand Colors
LOCATION-BASED LOCKUP COLOR

Examples
These are some examples of the ways color can be used with lockups. On black or white backgrounds, the icon and location may be used in one of the twelve colors from the palette. On solid color or photo backgrounds, the icon and all text should be white.
EXAMPLE COLOR COMBINATIONS

You are not limited to these combinations, but they represent appropriate uses of the Youth for Christ palette.
**TYPOGRAPHY**

**General Usage**
Avenir Next is the primary typeface for Youth for Christ. Because of its various weights, it is versatile enough to be used in most applications for the brand.

Steelfish is a limited-use supplemental typeface that pairs well with Avenir Next. Because of its extremely condensed set width, Steelfish should only be used at larger sizes for things like a location or label. A tracking value of 40/1000em is suggested to help maintain legibility.

**PRIMARY TYPEFACE: AVENIR NEXT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**SECONDARY TYPEFACE: STEELFISH**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
Headlines are Brief and Descriptive

SUBHEADS TELL A READER IF A SECTION IS RELEVANT TO THEM.

Body copy is where the details go, but make an effort to keep it clear and to the point. Many readers won’t get this far, so keep the most important information higher in the hierarchy. In general, consider the context in which your audience is likely to come across the material you’re creating. If it’s a poster, they’re likely to have somewhere to be. Keep it short. If it’s a classroom, you can expect to have more room to elaborate.

Try to keep the length of each line around 60-70 characters long. It can be helpful to break text up into columns for this purpose, especially in print. Body copy should always be left-aligned, not right-aligned or justified. Justification can create unsightly gaps between words that hinder readability.

Note that these measurements are just a guide. Optimal sizes vary depending on medium and context.
USING PHOTOGRAPHY

Overlays
Overlaying type and color on photography is a good way to create depth and emphasize the brand without using unnecessary, distracting effects. Follow these steps to make sure you’re using this technique effectively.

1. Select an appropriate photo. Avoid distracting photos; the photo should allow the type to carry the message.

2. Fill a layer with YFC Red and reduce its opacity to 60-70%.

3. Place the fill layer over the photo, and the text over the fill layer. Avoid placing text over people’s faces.

4. Adjust where appropriate. To aid readability, you may need to adjust the contrast of the photo or the opacity of the fill layer.
EXAMPLES

Empower a new generation of leaders.

FALL KICKOFF NIGHT
Bring your friends

Empower a new generation of leaders.

FALL KICKOFF NIGHT

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Give Life to Your Story

One Person
One Life
One Story

Off the Mark

YFC Icon

National Lockups

Lockups with Location

Application

Color