



A Brand New Day:

The YMCA Unveils New Brand Strategy to Further Community Impact

For the first time in 43 years, YMCA of the USA has unveiled a new brand strategy to increase understanding of the impact that YMCAs make in communities across the country. The YMCA has the unique capacity to address many of the challenges facing the nation today. Through its new brand strategy and framework, the YMCA will extend our reach into our communities to nurture the potential of youth and teens, improve the nation's health and well-being and provide opportunities to support our neighbors.

The new brand strategy - the result of more than two years of analysis and research - was introduced this week. The YMCA unveiled a new, more forward-looking logo that reflects the vibrancy and diversity of the organization, and a framework that focuses resources on three core areas: youth development, healthy living and social responsibility.

The change in the logo and branding of the Y gives us the opportunity to let the community know everything that the Y does. We will continue to do wonderful things for the community. The YMCA of Rock River Valley is looking forward to engaging more people in the areas of healthy living, social responsibility and youth development.

The YMCA of the USA has given us five years to fully transition to the new brand. You will begin to notice our new logo gradually as we update our materials and signage.

"This is a very important, exciting time for the Y," said Neil Nicoll, president and CEO of YMCA of the USA. "For 160 years, we've focused on changing lives for the better. Our commitment to building greater awareness for the important work we do will enable us to expand our efforts and further strengthen communities across the country."

Today, across the United States, Ys are making a difference in three key areas of focus:

- Youth Development: Nurturing the potential of every child and teen
- Healthy Living: Improving the nation's health and well-being
- Social Responsibility: Giving back and providing support to our neighbors

The Y's former logo had been in place since 1967 and was the organization's sixth since its inception. The refreshed logo, with its multiple color options and new, contemporary look, better reflects the vibrancy of the Y and the diversity of the communities it serves. The new logo's bold, active and welcoming shape symbolizes the Y's commitment to personal and social progress.