

Updated & condensed, May 2023

Brand Guidelines



**VISION
2030**

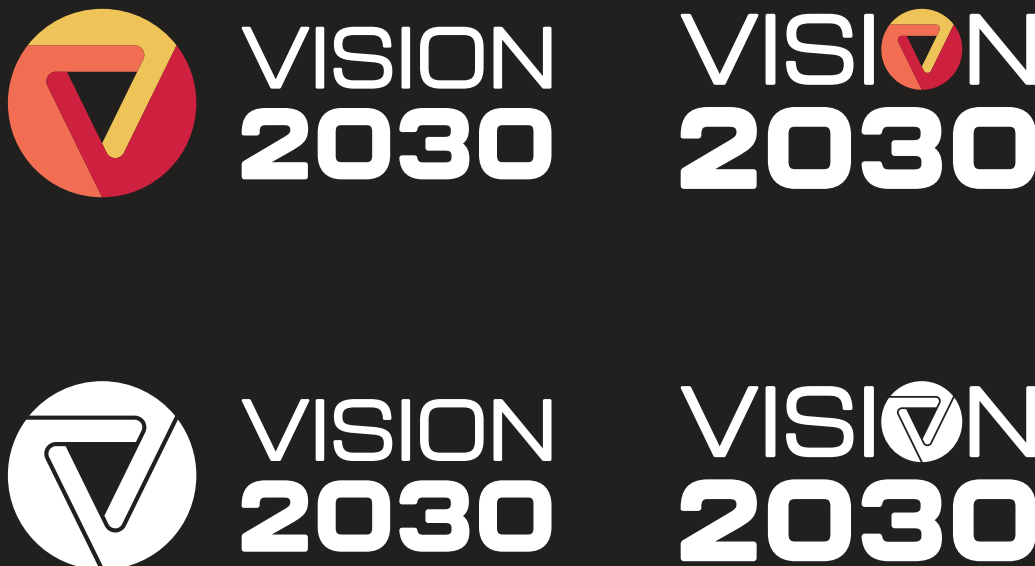
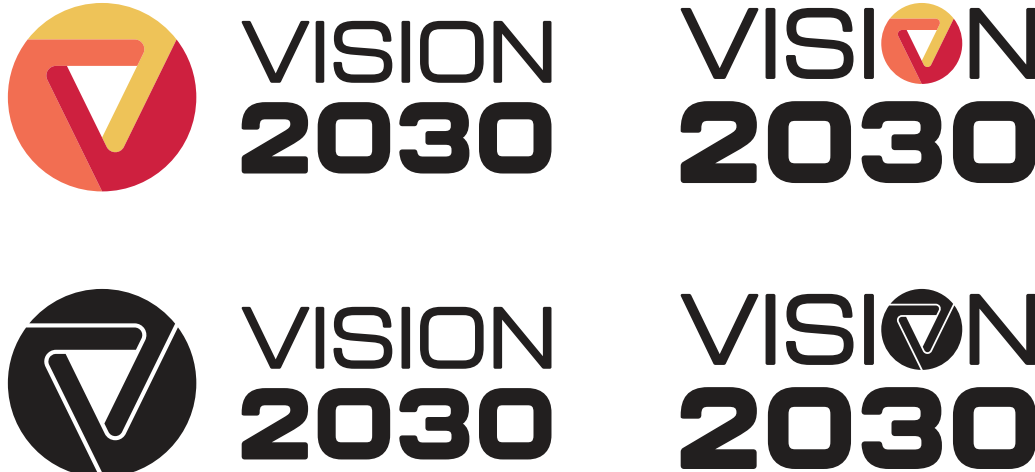
**Our shared strategy and plan for greater collective YMCA impact,
and a better world**

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 palette background
- all white on black background or secondary colour palette
- background - all black or white on an image background

Download the logos here



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

<p>PANTONE P 55-16 C #D51A3C RGB(213,26,60) CMYK(0,88,72,16)</p> <p>Vision Red</p>	<p>PANTONE P 48-6 C #F36E52 RGB(243,110,82) CMYK(0,55,66,5)</p> <p>Vision Orange</p>	<p>PANTONE P 7-14 C #F0C458 RGB(240,196,88) CMYK(0,18,63,6)</p> <p>Vision Yellow</p>
<p>PAPER WHITE #FFFFFF RGB(255,255,255) CMYK(0,0,0,0)</p> <p>Paper White</p>	<p>PANTONE P 179-2 C #E7E7E7 RGB(231,231,231) CMYK(0,0,0,9)</p> <p>Vision Grey</p>	<p>PANTONE P PROCESS BLACK C #231F20 RGB(35,31,32) CMYK(0,11,9,86)</p> <p>Vision Black</p>

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



Community Wellbeing



Meaningful Work



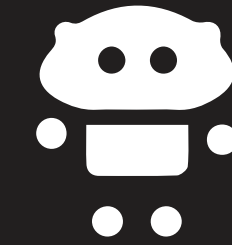
Sustainable Planet



Just World



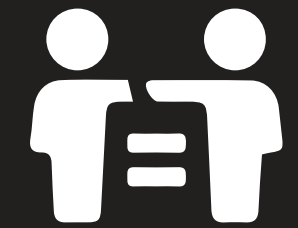
Community Wellbeing



Meaningful Work



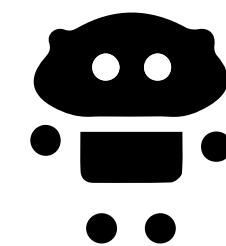
Sustainable Planet



Just World



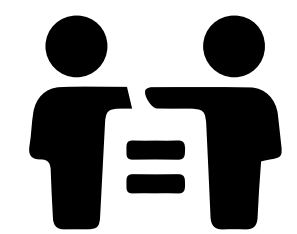
Community Wellbeing



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 the 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
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