1. Contents

Young Life
Logo Standards Guide

(Click on items below)

2  Introduction
3  Logo Elements and Name
4  Logo Family (Life Stages)
5  Young Life
6  WyldLife
7  Young Life College
8  Logo Colors
9  Complementary Colors
10-11  Helpful Tips
12  Minimum Sizes for Readability
13  Creating Clear Space
14  Typography – Fonts
15  Areas/Regions/Events
16  Ministries
17-18  Apparel and Merchandise
19  Logo Application: Print
20-21  Electronic Use
22-23  Downloadable Logos
24  Glossary of Brand Terminology
25  Rights and Disclaimers

You were made for this.
Welcome! We are excited that you have joined us on this journey to communicate The Promise of Young Life. This guide is intended to be a helpful set of tools to guide and direct you along the way.

Do I know you?
Our “brand identity” is a unique and distinctive outward expression of Young Life’s values, personality and promise. Our identity system includes elements like our symbol, name (word mark) and tagline that are used repeatedly and consistently to allow for instant recognition in a crowded global space.

Our handshake
In many respects, our logo is our parting handshake and not our “hello.” Logo elements are not intended to tell the whole story of Young Life. Instead, they act as a reference point for an experience with Young Life. That experience can be an event, a person, a printed communication. In all cases, that experience is really our brand promise, and our logo is simply a symbol of all that our promise embodies.

Nice to have met you
We hope that whether someone meets Young Life in person or in print, the encounter interests them, attracts them and draws them closer to a relationship with Jesus Christ, believing that all of us “were made for this.”

Thank you for honoring these standards.
3. Logo Elements and Name

Young Life is identified by a logo with three elements:

1. **Symbol** – or the “YL”; the kind of element we used to call the Young Life “bug.”

2. **Word Mark** – or the written words “Young Life” in the Klavika font.

3. **Tagline** – or the expression “You were made for this.”

The elements of the logo work together in a unique arrangement of characters. Downloadable logo files [Sections 22-23] will ensure proper use.

Use the provided graphics with the trademark symbols ® and ™ to protect the Young Life symbol, word marks and tagline. Attempt to maintain the relative size of the ® and ™. Some vendors will want to increase the size of these marks to ensure that they are readable. However, it is better to maintain the proportion between these marks and the other logo elements even if they are not readable.

Young Life’s legal name is Young Life (not Young Life, Inc., or YL Corporation, for example). All legal documents, including contracts, leases, foundation or grant requests, should bear the name: Young Life.
Young Life’s research has revealed that people better understand what we do in terms of “life-stage ministry.”

That is, Young Life reaches and ministers to middle/junior high kids, high school kids and college students.

Our new logos are developed around our life-stage ministries. Although distinctive, each one shows a strong “family resemblance” to the others.

Our primary logo represents Young Life overall, or our “parent brand.” (You can think of this also as our official logo for the organization known as “Young Life.”)

This same logo also depicts Young Life’s primary life-stage ministry: Young Life for high school students.

We also have newly designed logos for our other life-stage ministries: WyldLife and Young Life College.
Our primary logo represents Young Life overall, or our “parent brand.” (You can think of this also as our official logo for the organization known as “Young Life.”)

This same logo also depicts Young Life’s primary life-stage ministry: Young Life for high school students.

We also have newly designed logos for our other life-stage ministries: WyldLife and Young Life College. [See Sections 6 and 7]

Use the primary Young Life logo whenever possible. If the space you have, or can create, is of a square format, use the primary logo. However, if the space is more horizontal than square, use the horizontal logo.

The primary vertical logo works well as a book spine or to place on the sleeve of a long-sleeved shirt.

[See Section 8 for specifics on color.]
This logo is the new design for WyldLife, our ministry for middle and junior high students.

We also have newly designed logos for our other life-stage ministries: Young Life and Young Life College. [See Sections 5 and 7]

There are additional treatments of the logo, including options in black, in Sections 22-23: Downloadable Logos.
This logo is the new design for Young Life College, our ministry for college students.

We also have newly designed logos for our other life-stage ministries: Young Life and WyldLife. [See Sections 5 and 6]

There are additional treatments of the logo, including options in black, in Sections 22-23: Downloadable Logos.
We continue to learn what does and does not work with the new logo and colors, so sending us your proofs will help us to maintain consistency throughout the mission.

As you have questions about appropriate application of the logos, please contact Creative Services or call (719) 381-1893.

A large part of our “look” is established with consistent use of our color scheme. Our logo should create “instant recognition” as we use it consistently over time.

Use the primary logo in color when possible. However, if you do not have a printer that can accurately reproduce the primary logo colors or you are using the logo in a medium in which the colors are not accurate (e.g., projected on a bright screen), feel free to use the black, gray and black, or blue versions of the logo (see examples to right). Obtain electronic logo files in Sections 22-23 of this guide, through the Communications Toolbox, by e-mailing Creative Services or by calling (719) 381-1893.

[See Section 9 for Complementary Color Guidelines]

### 8. Logo Colors: Print

#### COLOR LOGO

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>(100, 11, 0, 74)</td>
<td>(0, 63, 95)</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>(29, 0, 100, 0)</td>
<td>(193, 215, 47)</td>
</tr>
</tbody>
</table>

#### BLACK/GRAYSCALE LOGO

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>(0, 0, 0, 26)</td>
<td>(197, 199, 200)</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>(50, 0, 100, 0)</td>
<td>(140, 198, 63)</td>
</tr>
</tbody>
</table>

#### BLUE LOGO

<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>(100, 11, 0, 74)</td>
<td>(0, 63, 95)</td>
</tr>
</tbody>
</table>
USING Complementary COLORS
While a large part of our “look” is established with consistent use of our primary color scheme, you are not limited to the logo blue and green. We have created a complementary palette for you to make your materials vibrant and current. Please do not use these colors for the actual logo itself.

The complementary color palette is broken into three segments: energy, nature and calm. These groupings are intended to give you some direction when designing your piece. The colors will compliment the two logo colors and can be used in tandem.

Under each color is a list of the three color values that are helpful for printing the pieces accurately. You will always want to print a sample to color check your pieces to ensure that your printer is reproducing the colors accurately.

[See Section 8 for Logo Color Guidelines]

### ENERGY PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7544</td>
<td>(10, 1, 0, 40)</td>
<td>(148, 160, 169)</td>
</tr>
<tr>
<td>PANTONE WR</td>
<td>(0, 75, 90, 0)</td>
<td>(242, 102, 49)</td>
</tr>
<tr>
<td>PANTONE 356</td>
<td>(95, 0, 100, 27)</td>
<td>(0, 133, 63)</td>
</tr>
<tr>
<td>PANTONE 638</td>
<td>(83, 0, 10, 0)</td>
<td>(0, 182, 221)</td>
</tr>
<tr>
<td>PANTONE 130</td>
<td>(0, 30, 100, 0)</td>
<td>(253, 184, 19)</td>
</tr>
</tbody>
</table>

### NATURE PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7545</td>
<td>(23, 2, 0, 63)</td>
<td>(91, 111, 123)</td>
</tr>
<tr>
<td>PANTONE 7518</td>
<td>(0, 40, 55, 60)</td>
<td>(126, 84, 58)</td>
</tr>
<tr>
<td>PANTONE 377</td>
<td>(45, 0, 100, 24)</td>
<td>(120, 162, 47)</td>
</tr>
<tr>
<td>PANTONE 322</td>
<td>(100, 0, 33, 35)</td>
<td>(0, 124, 133)</td>
</tr>
<tr>
<td>PANTONE 4535</td>
<td>(0, 5, 30, 11)</td>
<td>(231, 216, 171)</td>
</tr>
</tbody>
</table>

### CALM PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7538</td>
<td>(9, 0, 13, 30)</td>
<td>(171, 181, 171)</td>
</tr>
<tr>
<td>PANTONE 152</td>
<td>(0, 51, 100, 1)</td>
<td>(243, 143, 29)</td>
</tr>
<tr>
<td>PANTONE 2587</td>
<td>(59, 66, 0, 0)</td>
<td>(122, 104, 174)</td>
</tr>
<tr>
<td>PANTONE 318</td>
<td>(38, 0, 15, 0)</td>
<td>(154, 215, 219)</td>
</tr>
<tr>
<td>PANTONE 114</td>
<td>(0, 8, 73, 0)</td>
<td>(255, 227, 99)</td>
</tr>
</tbody>
</table>
A NOTE ABOUT CREATIVE USE OF THE LOGO
In order for our logo to serve its intended purpose (for people to easily recognize it) consistency is important. So be creative in designing print and electronic communications, apparel and other products. Use colorful mastheads. Use lots of photos. Use fun clip art or original graphics. But please don’t get “creative” with the logo, because every tweak and change slightly blurs that clear picture we want others to have of Young Life.

1. Always enlarge and/or reduce the logo proportionately, keeping the logo intact without embellishment and change of color.

2. Use the logo as provided without a stroke or line around the symbol or the word mark elements.

3. Ensure that you are using high-resolution logo images. Remember, those logo images copied from the Web site or e-mail are low resolution. To get high-resolution logos, see Sections 22 and 23 of this guide.

4. When placing the logo over backgrounds, making the logo white will make it easier to read.

5. Our tagline has been customized in graphic format, so using one of the tagline graphics provided on page 23 of this guide will provide a consistent look.
A NOTE ON USING THE YL BY ITSELF

With the introduction of a new Young Life logo, the new “YL” will not be instantly associated with Young Life. Use of the YL by itself, apart from the word mark “young life,” should be limited to situations where those who see it will likely recognize it.

For example, when the entire logo (YL and young life) has been used in the masthead of a newsletter, the YL could be used separately (see note in Section 9 regarding the use of the logo in design).

The word mark “young life” should not be used separate from the YL symbol.
12. Minimum Sizes for Readability

MINIMUM SIZES
In order for the logos to maintain readability they should not be used smaller than the minimum sizes indicated here.

TAGLINE
In general, it is best to use the tagline with the primary logo. The basic “message” we want people to hear is: “Young Life: You were made for this.” The two go together. There will be applications where the logo and tagline can be separated but still work together (e.g., having the logo on the front of a T-shirt or coffee mug and the tagline on the other side).

Use the graphic files provided for the tagline instead of trying to type it.

When using the WyldLife or Young Life College logos, place the tagline graphic in another location on the garment or product (e.g., the back of a T-shirt or the other side of a mug), rather than directly under the these logos.

The tagline is designed to be part of Young Life’s signature rather than an event theme, publication headline or primary element on a page or product. Consider using a theme that leads to the tagline, such as, “What were you made for?”

PRIMARY LOGOS
The minimum size the Primary Logo(s) may appear is 3/4”, left to right.

PRIMARY HORIZONTAL LOGO
The minimum size the Primary Horizontal Logo(s) may appear is 1”, left to right.

PRIMARY LOGO AND PRIMARY HORIZONTAL LOGO WITH TAGLINE
Minimum sizes are 1⅛” left to right for the Primary Logo with tagline and 1½” left to right for the Primary Horizontal Logo with tagline. When using the logo with the tagline a larger minimum size is required to maintain readability of the tagline text.

MINIMUM TAGLINE SIZE
The minimum size the tagline may appear is 1½”, left to right.
CLEAR SPACE
When the logo is used in a design where other graphic elements are placed near it, we recommend a clear space around the logo equal to the height of the letter “o” as indicated (shown by the inset orange box). No text or graphics should be placed inside this clear space.

This guideline applies only to designs used on paper or the web. It does not apply to apparel or merchandise. [Sections 17-18]
## 14. Typography – Fonts

The Klavika font is available for both PC and MAC formats by contacting the [Young Life Help Desk](#).

Typography provides the framework for Young Life’s identity system.

The Klavika font family is our primary font. If this typeface is not available, use Arial, Calibri or Tahoma in its place.

The light and regular (or equivalent) fonts can be used for body text, preferably in 10, 11 or 12pt size type.

The bold font works well for headlines.

For emphasis, use bold or italic, or a larger size type – not underlining or an additional font.

Complementary serif fonts are Book Antiqua and Georgia.

### BODY TYPE:

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font</th>
</tr>
</thead>
</table>
| **KLAVIKA LIGHT**   | abcdefghijklmnopqrstuvwxyz  
|                     | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                     | 1234567890-=!#$%^&*()_+ |
| **KLAVIKA LIGHT ITALIC** | abcdefghijklmnopqrstuvwxyz  
|                      | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                      | 1234567890-=!#$%^&*()_+ |
| **KLAVIKA REGULAR** | abcdefghijklmnopqrstuvwxyz  
|                     | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                     | 1234567890-=!#$%^&*()_+ |
| **KLAVIKA REGULAR ITALIC** | abcdefghijklmnopqrstuvwxyz  
|                        | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                        | 1234567890-=!#$%^&*()_+ |

### HEADLINE TYPE:

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font</th>
</tr>
</thead>
</table>
| **KLAVIKA BOLD**    | abcdefghijklmnopqrstuvwxyz  
|                     | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
|                     | 1234567890-=!#$%^&*()_+ |
NAME DROP PURPOSE AND USE

The purpose of the “name drop” is to communicate where Young Life is and who we are for, in a way that doesn’t change the basic elements of the logo.

In many communications, the name drop isn’t necessary. A newsletter design, for example, uses the area or ministry name in the masthead and the primary logo elsewhere (left corner of the masthead and/or on the back panel of the newsletter). The “name drop” is ideal for apparel or banners where there is limited space to show the area or ministry name separate from the logo.

To maintain the appropriate style of the name drop, follow these guidelines.

• Use initial capital letters, and not all lowercase.

• Place a line between the logo and name drop.

• When using a name drop AND the tagline, put the tagline somewhere else on the garment or product (e.g., the back of the T-shirt or the other side of the mug).

• Use a name drop sparingly. The logo with your “name drop” should not become a logo in itself or be used in place of the Young Life logo.

Creative Services can create the name drop files with your area, region or event name for only $30. You will get eight customized files delivered to you via e-mail. Allow two to seven days to fulfill your request.
NAME DROP PURPOSE AND USE

The purpose of the “name drop” is to communicate where Young Life is and who we are for, in a way that doesn’t change the basic elements of the logo.

In many communications, the name drop isn’t necessary. The standard stationery design, for example, uses the primary logo by itself with the area or ministry name in the upper right-hand corner. Standard newsletter design uses the area or ministry name in the masthead and the primary logo elsewhere (left corner of the masthead and/or on the back panel of the newsletter – see example to the right). The “name drop” is ideal for apparel or banners where there is limited space to show the area or ministry name separate from the logo.

To maintain the appropriate style of the name drop, follow these guidelines.

• Use initial capital letters, not all lowercase or uppercase.

• Place a line between the logo and name drop.

• When using a name drop AND the tagline, put the tagline somewhere else on the garment or product (e.g., the back of the T-shirt or the other side of the mug).

• Use a name drop sparingly. The logo with your “name drop” should not become a logo in itself or be used in place of the Young Life logo.

Creative Services can create the name drop files with your area, region or event name for only $30. You will get eight customized files delivered to you via e-mail. Allow two to seven days to fulfill your request.
Walking Billboards for Young Life
Apparel and products are like walking billboards. They aren’t just an opportunity for the wearer to show they’re a fan of Young Life; they also create visibility for the Young Life name and logo — potentially thousands of people over the life of a product. The following guidelines, followed by camp stores and the online store, enable you to create fun, relevant T-shirts that represent Young Life well.

Stylized Designs/Alternative Fonts Encouraged!
Creating a “stylized design” (as shown here) allows you to use any color or font when producing a Young Life item. The use of stylized designs for the “YL” and for “Young Life,” “WyldLife,” camp names, etc. do not apply to the guidelines below (except for the trademark guidelines on the next page!). The sky is still the limit (for the most part) when it comes to using alternative fonts. When creating a stylized design, always remember: never knock off another company’s logo or design — this puts Young Life legally at risk.

Five Guidelines for Apparel and Hard Goods (examples shown on left):

1. **Separation and Playing with the Logo.**
   a. **Apparel.** If separating the YL symbol from the word mark or “playing with” the YL or word mark in any way, (e.g., distressing it, having butterflies flying out of the YL, etc.) you must include the words “Young Life” (can be any type of font) somewhere on the garment. As of Jan. 2011, the full, uncompromised logo is no longer required with apparel designs in which the YL symbol has been separated from the word mark or the YL symbol or word mark have been “played with” in any way.
   b. **Hard Goods.** If separating the YL symbol from the word mark or “playing with” the YL or word mark in any way, (e.g., distressing it, etc.) you must include the words “Young Life” (can be any type of font) somewhere on the hard good unless a particular product’s size or shape prevents including “Young Life” on the piece (e.g., a charm bracelet, a toe ring, a sticker, a small magnet, etc.).

2. **Color.**
   a. **Apparel.** It’s fine to use the logo in different colors to match a design or garment color.
   b. **Hard Goods.** It is fine to use the logo in a different color (all one color) to match a product, however, a **two-color** logo on a hard good needs to be in the approved logo colors only (the official green/blue, black/gray or gray/white).

3. **Group/Event Name with the Logo.** If wanting to incorporate your area, region, event or other group name (e.g., Smithtown Leader Team) with the logo, please use the “logo with name drop” format. A custom name drop file package is available through Creative Services for just $30. [Section 15]

4. **Trademark Symbols (® and ™).** Please follow the guidelines for trademarks (detailed on the next page) for both apparel and hard goods and whether using the logo or a stylized design.

5. **Embroidery.** The trademark symbols can be removed entirely if the vendor requires they be enlarged (don’t allow a vendor to enlarge the trademark symbols). Three digitized files for embroidery are available to download. [Section 23] Using the logo in “tone on tone” is a great alternative to using the logo colors. This is done by using a lighter or darker tone of the garment color for the embroidery thread.
Trademark Symbols

Why are trademark symbols important? Young Life has invested in and developed a broad portfolio of “intellectual property” over the past 65+ years that represents an important asset. This intellectual property includes our various ministry names, logos and taglines.

Trademark symbols tell the public that the owner is claiming ownership rights to the word, logo, tagline or design. The ® symbol indicates that a mark is federally registered in the U.S. Patent and Trademark Office. The ™ is the abbreviation for “trademark” and tells the public that the owner is claiming rights to it. The ™ is used while registration for a particular mark is pending.

Guidelines for Trademark Symbols on Apparel and Hard Goods (see examples shown at left)

1. Are you using a Young Life logo on a product? If so, please make sure you have the most current logo files [Section 22-23] downloaded for sending to the vendor you are working with. Also make sure the vendor does not remove any of the trademark symbols (with the exception of embroidery if necessary – see previous page).

2. Are you using the name Young Life or WyldLife on a product in an alternative font? If so, the ® should be used at the end of the name.

3. Are you using the name Capernaum or YoungLives on a product either with the logo or as a name drop or in an alternative font? If so, the ™ symbol should be used for the time being as registration is pending on these ministry names.

4. Are you using a camp name on a product either with the logo or in an alternative font? If so, the ® symbol should be used with all* camp names on product with the following exceptions:
   - Windy Gap and Lake Champion should not have any trademark symbol on apparel. The Gap (as in the store at your mall) and Champion Sportswear own the trademark rights of any usage of “Gap” and “Champion” on clothing respectively. Therefore, we are not able to register those two camp names in the market segment of clothing.
   - The ™ symbol should be used on all products for the names of Washington Family Ranch, Washington Family Ranch Canyon and Washington Family Ranch Creekside as registration is pending for these names.

*Note: Pico Escondido and RockRidge Canyon are the only non-U.S. camps with registered trademarks. A ® symbol should be used with these two camp names. Trademark symbols are currently not needed with all other non-U.S. camp names.

5. Are you using the tagline, “You were made for this.”® on a product either with the logo or separately in an alternative font? If so, please make sure the ® is used at the end of the tagline.

The Young Life Store Makes Following These Guidelines Easy!

2020 Promotions, the company that operates younglifestore.com, follows all Young Life brand guidelines. The store exists to offer Young Life staff, leaders and committee members access to a broad range of well-branded merchandise at the best possible prices. There are dozens of items with the option to choose your logo, ministry name or camp name. The store has a variety of customizable apparel to choose from, or you can send in your own design (or design idea) for 2020 to produce for you. If you don’t see what you need on the store but don’t want to design your own graphic apparel or source your own logoed products, have 2020 do it for you! They have access to a wealth of products at great prices for all your special custom order needs. Contact a Young Life representative at (877) 845-6748.
19. Logo Application: Print

Printed materials will be consistent in logo application if you:

- Use the logo files as provided.
- Follow the guidelines provided in this standards guide. [Sections 8, 13, 14 and 15]

PROPER USE OF COLOR
Since colors tend to vary by application (e.g., paper absorbency, equipment, operating skills), ask your supplier to use the Pantone Matching System for matching color.

If you are designing and printing a four-color (full-color) project, use these percentages of CMYK to build the logo – Cyan (blue), Magenta (red), Yellow and K (black).

PMS 303 (blue)
C 100%, M 11%, Y 0%, K 74%

PMS 382 (green)
C 29%, M 0%, Y 100%, K 0%

PMS 421 OR 50% K
PMS 420 OR 20% K

When a one-color application is specified, the Young Life logo may be produced in grayscale or reverse. PMS 420 and PMS 421 can be used to create the shades of gray.

Please e-mail Creative Services or call (719) 381-1893 if you have questions about these guidelines.

We continue to learn what does and does not work with the new logo and colors, so sending us your proofs will help us to maintain consistency throughout the mission.

Order your stationery now using the new online ordering system. The system allows you to view and proof individual stationery pieces on your computer before submitting your order!

Also, use the online ordering system to purchase Young Life letterhead and business cards with Ministry Focus Descriptors for Capernaum, Military-Club Beyond, Multicultural, Small Towns and YoungLives.

Return to Table of Contents
20. Electronic Use

Use of a standard e-mail format presents a professional image to those on the outside.

**E-MAIL**

E-mail signatures should include the following:
1. Black, dark blue or the new logo blue (R-0, G-63, B-95).
2. Arial, Calibri or Tahoma font. Or Klavika* if you prefer.
3. To maintain a professional image, refrain from using images, backgrounds or favorite quotations.

**General Standards**
1. BODY TEXT of e-mail should be shown in 10 point regular.
2. Use single line spacing.
3. Fax, cell and 800 phone numbers are optional.

**Confidentiality Notice Required**
There are two confidentiality notices that are required for all Service Center staff.

**NOTE ON USE OF LOGO IN COLOR**
Because of the wide range of monitors on which your e-mail will be read, it is difficult to know how well the primary logo colors (particularly the green) will appear to the person reading your e-mail. The first two options (all blue or all black) eliminate the possibility that the green in the primary logo will appear yellow or “washed out.”

**CAN I PUT THE LOGO IN MY E-MAIL?**
If you would like to include the logo as part of your e-mail signature, link to the logo provided at the right. This logo is the appropriate size and is to be placed AFTER your personal information and left justified as shown. As with any graphic, the logo attached to your signature may not be viewable by the person receiving your message.

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**PLEASE FOLLOW THE GUIDELINES ON THE LEFT. IF YOU NEED ASSISTANCE WITH THE SIGNATURE TOOL IN OUTLOOK, PLEASE CONTACT THE HELP DESK.**

**E-MAIL SIGNATURES**

1. New Message (without logo)

Josh Kitchin  
Area Director  
Young Life Springfield  
jkitchin@mo29.younglife.org  
(417) 831-0009

2. New Message (with logo)

Josh Kitchin  
Area Director  
Young Life Springfield  
jkitchin@mo29.younglife.org  
(719) 381-1891

3. Reply Signature is for use in subsequent communication.

Terry Swenson  
Young Life  
(719) 381-1891

Confidentiality Notice

All new messages and replies/forwards outside of the building should include one of the two notices provided. One is specific to all Benefits staff. Access via the link above and copy and paste the notice that is appropriate for you in your e-mail.

Get logo for my e-mail signature

*The Klavika font is available for both PC and MAC formats by contacting the Young Life Help Desk.

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*Return to Table of Contents*
eCOMMUNICATION
To ensure that your electronic communication piece is attractive, easy to read and simple to navigate, use these simple guidelines.

• Use short paragraphs.
• Use bullet points.
• Use a double space between topics or paragraphs.
• Use italic or bold for emphasis instead of underlining.
• Use one font throughout the piece, making headlines 3 or 4 points larger than body text.
• Use only a few colors – multiple colors are distracting to the reader.
• Include a link in the main body of your text rather than an entire URL.
• Use pictures in your layout for interest, but keep them small. Larger photos do not always render correctly causing the layout to shift and look strange to the recipient.
• Run spell check and check spellings of names carefully.
• Send a test.

Click here for more tips and details: eCommunication Guidelines

POWERPOINT
This template is a helpful tool for giving professional presentations to your various adult audiences. There are three slides: opening, closing and an interior slide that can be duplicated as necessary.

• Use Klavika, Arial, Tahoma or Calibri fonts for populating your slides.
• Use white type for body text (18 to 24 point) and white or green for header text (40 point).
• Color builds:
  Green = RGB - 213, 244, 77 and Blue = RGB - 0, 63, 95.

Download PowerPoint Template

Return to Table of Contents
22. Downloadable Logos

PRIMARY YOUNG LIFE LOGO
AND TAGLINE

Click on logo you would like to download.

Logos provided are:
- Black
- Gray
- Color
- EPS (Vector) high-resolution formats for print applications
- JPG (Raster) low-resolution formats for on-screen displays

White logos are available in EPS (vector) format for all primary logos. Click here to access white primary logos.

You can also access logo files through the Communications Toolbox; e-mail Creative Services or call (719) 381-1893 with questions.
23. Downloadable Logos (cont.)

PRIMARY YOUNG LIFE LOGO AND TAGLINE

Click on logo you would like to download.

Logos provided are:
- Black
- Gray
- Color
- EPS (Vector) high-resolution formats for print applications
- JPG (Raster) low-resolution formats for on-screen displays

White logos are available in EPS (vector) format for both WyldLife logos, the Primary College logo and the tagline. Click here to access white logos.

You can also access logo files through the Communications Toolbox; e-mail Creative Services or call (719) 381-1893 with questions.

RETURN TO TABLE OF CONTENTS
24. Glossary of Brand Terminology

**Brand**: It’s our promise to people we encounter inside and outside of the mission. It encompasses Young Life’s personality, ideas and reputation. The fulfillment of our promise creates expectations and develops loyalty to Young Life.

**Brand Essence**: The simple, differentiated and relevant meaning established for the Young Life brand. What a brand stands for in people’s minds; the core idea.

**Brand Identity**: The collection of visual elements used consistently in our marketing materials, including our logo symbol, word mark and tagline.

**Branding**: The communications process that reinforces desired associations with Young Life. It is the sum of the many ways we talk about and deliver on our promise.

**Brand Platform**: An articulation of key communication points that Young Life wishes to reinforce about itself. Text in Web sites, brochures, articles, press releases and speeches or other materials should be in harmony with these messages.

**Color matching**: Our logo is designed with specific colors from the Pantone Matching System (or PMS). These inks are named and numbered and are called “spot colors.” These colors can be matched in three and four-color processes for various applications. The “formulas” for these matches are included in Section 13.

**Editorial Standards Guide**: The handbook of spelling, grammar and writing style recommended for and specific to Young Life print communications. You can view it online when our revisions are complete. We’ll let you know as soon as it is available.

**Logo**: Made up of a symbol (or “icon”), the typographical representation of the Young Life name (the word mark) and the inclusion of a tagline that becomes a standard part of Young Life’s corporate identity.

**Messaging**: Messages Young Life creates to describe itself that reflect key elements of the mission’s identity.

**Name drop**: Customizing the logo to your area/region/division/event. In order to maintain consistent and uniform communication, specifications are provided to help the design process.

**Parent Brand**: Young Life overall is our corporate “parent brand.” The “promise” that people associate with their involvement in any aspect of our mission should ultimately be tied to the name Young Life.

**Primary Logo**: The is the preferred logo in the majority of applications to represent Young Life.

**Trademark designations**: The symbols ® and ™ must be used in conjunction with all marks in order to legally protect Young Life’s ownership of the logos. The logo files provide and include the appropriate symbols.
Registered trademarks of Young Life include the following:

Young Life ®
The symbol “YL” should display ™.
The tagline “You were made for this.” should display ®.
(As soon as all design elements have been registered with the Trademark Office, the ™ symbol will be changed to ®. You will be notified to update your logo files and print pieces accordingly.)

Reservation of Rights
Young Life is the owner of all rights, title and interest in the Young Life brand and logos. No person or entity may reproduce or use (or authorize the reproduction or use of) the Young Life logos in any manner other than expressly authorized by Young Life. Unauthorized use of Young Life brands and logos is strictly prohibited.

Young Life may, at its sole discretion, modify the Young Life brands and logos at any time. Please refer to the Logo Standards Guide periodically for guidance. In order to ensure compliance and quality control (and to share some of the best practices in the mission), Young Life reserves the right to request samples of any marketing, advertising or other material that includes the Young Life brands and logos.

If you contract a third-party vendor to create items for your area/region/division/event using registered Young Life logos, please contact Creative Services or call (719) 381-1893 for assistance. Your vendor may be asked to sign a trademark license agreement depending upon intended logo use.

Copyright and Trademark Requirements
The contents of this guide are protected by copyright. All restrictions apply. Design or color alterations to the specifications outlined in this manual are prohibited without the consent of the Communications department. Young Life reserves the right to reject delivery of materials or requests for materials that contain unauthorized or incorrect usage based on the guidelines found in this Logo Standards Guide.

No Endorsement or Affiliations. You may not:
• Use any Young Life logo for personal, political or non-business purposes.
• Place its elements on any social networking site on the Internet.
• Use marketing materials containing the Young Life logos in a manner that suggests an association with any other entity.

Again, we thank you for honoring these standards and look forward to opportunities to help you communicate the heart and essence of Young Life.