

eliminating racism empowering women

ywca

YWCA Tulsa
1910 South Lewis Avenue
Suite 200
Tulsa, Oklahoma 74104

P: (918) 587-2100
F: (918) 587-0277
T: @ywcatusla
www.ywcatusla.org

November 24, 2009

To whom it may concern:

The YWCA Tulsa is seeking a digital media firm to completely redesign and rebuild its website, www.ywcatusla.org, to improve its effectiveness and increase its functionality. As a large non-profit serving the metropolitan Tulsa community, we need a dynamic, professional website that clearly communicates the scope of our services and meets the unique needs of our clientele, donors, and members. We also require a user-friendly content management system allowing multiple user access to assist in keeping the content current and interesting.

We invite you to review our Request for Proposals and submit a three-page Letter of Intent by December 15, 2009. Our goal is to identify a firm that clearly understands our mission, programs and services as well as the need to be good stewards of our resources as a non-profit organization. We will request full proposals from the top candidates by December 18th and review presentations the week of January 18, 2010.

We look forward to hearing from your company in the coming weeks. Please direct all questions and letters of intent to Marketing Coordinator Lauren Houston at lhouston@ywcatusla.org or (918) 858-2370.

Sincerely,

Felicia Collins Correia
Chief Executive Officer
YWCA Tulsa



request for proposals: website re-design

www.ywcatulsa.org

YWCA Tulsa is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

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ywca website re-design project

1.1. Statement of Purpose

YWCA Tulsa is seeking a firm to re-design its website – www.ywcatulsa.org – to improve its effectiveness and increase its functionality. The website should clearly communicate YWCA's mission to all while allowing different user groups to easily find information and interact with dynamic content. User groups will likely include:

- Donors and special event registrants
- Board members
- Fitness members
- Parents of children served by YWCA (child care or swim classes)
- Immigrants
- Counseling clients
- Staff

1.2. Background Information

YWCA Tulsa's programs are designed to help women, men, and their families overcome challenges and reach their full potential in every phase of life: from early childhood through senior citizenship. Our programs are offered throughout Tulsa at the YWCA's four locations: the Multicultural Center in east Tulsa; the North Center in north Tulsa; the Patti Johnson Wilson Center in midtown Tulsa; and the Women's Resource Center in downtown Tulsa. Our clients live throughout Tulsa County, as well as in Creek, Okmulgee, Osage, Pawnee, Rogers and Wagoner counties. In 2008, more than 29,000 people participated in YWCA programs including:

- **Affordable, high-quality child care and youth development services** for working families (634 children served in 2008).
- **Counseling, career assessment, and job development services** for the unemployed, the working poor, and people in transition and crisis (5,869 people served in 2008).
- **Health, wellness, and fitness education** in workout facilities with handicap accessible pools for aquatic exercise and rehabilitation (4,523 people served in 2008).
- **Services to help senior citizens** remain healthy and fit (462 seniors served in 2008).
- **Specialized services to help foreign-born people** develop the skills to function successfully in our complex society (16,982 people served in 2008).
- **Racial justice programs** including discussion groups, book clubs and awareness initiatives to create a more unified Tulsa (1,500 served in 2008).

Mission: YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Our current website design was created with the template provided by YWCA's national office and both site management and creative flexibility is extremely limited. It does not clearly communicate all of the services and programs offered by YWCA Tulsa.

Our organization staffs a two-person marketing office that will be responsible for updating the new website, in addition to their other responsibilities, with some support from program directors and staff.

The website will be self-hosted on local servers, and managed in-house by our systems administrator (unless there is a compelling reason not to) to leverage the program and donor databases currently utilized by the agency.

1.3. Scope of Work

The project *must* include:

- Complete redesign of www.ywcatulsa.org which will include separate sections for the areas listed in the Site Map in Section 1.12
- A user-friendly content management system for YWCA staff to make quick and easy updates to the site, with tiered access allowing different levels of administrative functionality
- Design that follows the YWCA branding guidelines (including font, color, and logo requirements, see attached branding guidelines)
- Both static and dynamic content
 - Dynamic: Calendars and events, Press releases, News, Program announcements (new fitness class, addition of teacher, etc.), Photo gallery, social media feeds, Blog functionality.
- Easy Navigation
 - Main navigation bar with main program areas (Fitness, Childcare, etc.)
 - Sub-navigation bar with general information (About us, Contact, etc.)
 - Master program pages act as their own portal with sub navigation within each area landing page should look like standalone website
 - On every page: basic contact information, donate button, e-newsletter signup, rotating “factoid” spot.
- Site monitoring
 - SEO
 - Robust web traffic stats
- Additional functionality
 - Job application form
 - Password-accessible message board/forum
 - Aggressive visitor email collection
 - Program registration and payments
 - Banners to cross-link to other parts of site
 - RSS Feeds
 - Easy URLs (i.e. www.ywcatulsa.org/fitness)
 - Multiple, tiered administrators
 - Multilingual in relevant areas (English and Spanish – YWCA can assist with translation)
 - RSS news tracker
 - A central calendar that can be segmented by program area
 - Blog functionality for various programs (i.e. Racial Justice)
 - Integration with program databases (Aphelion and ProCare)
 - Google Adwords (on other sites)
 - United Way logo and linkage
 - Login for different groups including staff, board, donors, parents, and fitness members, for tailored functionality, including site editing, account management, and so on (Please quote this separately)

Problems with the current site that should be solved:

- Lack of clear distinction of each of our seven program areas AND our four facilities, and an intuitive way to organize that information
- Information is difficult to find
- YWCA's identity is not clear
- The site feels dark and outdated
- Language and terminology about facilities and programs is inconsistent

1.4. Desired Outcomes

What we want to communicate:

- The impact of YWCA Tulsa is broad and meaningful.
- We are experts at what we do.

Characteristics that we want to see:

- Accurate and thorough representation of YWCA Tulsa mission and services
- Clarity of content and layout
- Warm, inviting & professional tone
- Client-centered
- Able to engage users through dynamic and interactive content
- Friendly and conversational tone

Look and Feel:

- Consistent with national branding and identity guidelines (colors, fonts and photography – see attached branding guidelines)
- Easy navigation, lots of white space, use of color blocking to separate information
- Headshots of staff
- Nothing kitschy or trendy – clean, simple, elegant and timeless
- Please note that the staff of the YWCA will assist with content development with guidance from the designing firm

1.5. Letter of Intent

Interested parties should send a Letter of Intent not to exceed three pages to lhouston@ywcatusa.org **no later than December 15, 2009**. The Letter of Intent should cover the following topics:

- Brief history of your company
- Sample websites with a description of the elements created by your firm (emphasis on non-profits a plus)
- Three references with contact information (emphasis on non-profits a plus)
- Description of your firm's unique qualifications and areas of expertise
- Description of your firm's experience with and understanding of non-profit organizations and their unique needs
- Description of your firm's ability to achieve the items described in this RFP (especially advanced features like logins, forums, etc.). If there are any functions that you are not able to create, please indicate those.
- Estimated price range

- Since it is the YWCA's mission to eliminate racism and empower women, the YWCA Tulsa gives preference in purchasing decisions, including contracted services, to firms that further that mission through their business practices. The proposal should list:
 1. the percentage of company ownership by people of color or women,
 2. the percentage of management staff who are people of color or women, and
 3. the percentage of all staff who are people of color or women.

YWCA will notify your firm by December 18th, 2009 if a full proposal is desired.

1.6. Evaluation and Award Process

YWCA staff and board members will choose the top three candidates from the firms who submit Letters of Intent. The top three candidates will be asked to submit a full proposal, including mock-ups, in person or via web conference during the week of January 18, 2009. Items mentioned in sections 1.7-1.9 will only be required of these three firms.

1.7. Account and Project Management

For full proposals, describe the project management processes used by your firm. Provide an example of typical reports and any other relevant communications tools used in account and project management processes.

1.8. Payment and Fees

For full proposals, please list all the terms of payment for adequate performance. Provide detail on compensation, fee or rate policy, and any other options recommended payment options.

1.9. Contractual Terms and Conditions

For full proposals, please specify length, start date and end date of the contract as well as options for renewal. Attach standard contracting forms, certifications, and assurances. You may include requirements specific to this particular contract.

1.10. Process Schedule

12/15/2009	Letters of Intent are due via e-mail to the address below
12/18/2009	Selection of the top three candidates will be made and notifications sent
1/18/2009	Full proposals will be presented by the top three candidates
1/25/2009	Firms will be notified of the final selection
5/13/2009	Proposed launch date for the new www.ywcatulsa.org

1.11. Points of contact for future correspondence

For questions or more information concerning this RFP, please contact:

Lauren Houston
Marketing Coordinator
lhouston@ywcatulsa.org
(918) 858-2370

Preliminary Site Map

about us

- o Mission
- o History
- o Board/Staff list
- o Contact information
- o Financial information (audit, 990, annual report)
- o Hours and locations
- o Alliances / Partners
- o Supporters
- o In the Media
- o Careers

get involved

- o Membership
- o Link to eTapestry Online Donation Form (already developed)
- o In kind donations
- o Estate planning
- o Volunteer Form
- o Link to Event Registration Form (already developed)

facilities

- o Locations
- o History
- o Special information (e.g. THD at North, benefactors, etc.)
- o Maps
- o Photos
- o Links to programs

programs (each with portal-style landing page)

- o **Early Learning — Should be integrated with ProCare database**
 - Services
 - Enrollment forms
 - Policy manual
 - Curriculum
 - Pictures
 - Facility maps
 - Teacher profiles: certification, experience, bio, picture
 - Classroom ratios and other numbers
 - Philosophy
 - Parent Resources
 - Menus
 - Events, fundraisers & field trips
 - Themes
 - Password-protected camera monitoring (Aventra NVR)
- o **Youth and Teens**
- o **Health and Wellness — Should be integrated with Aphelion database**
 - Services

- Schedule/calendar: both online and downloadable, able to be updated, easy to access, popup description
- Class Registration
- Account tracking
- Fee schedule
- Online payments
- Newsflash
- Staff profiles
- Connect
 - Newsletter signup
 - Talking stories
 - Pictures of people, classes, facilities
- o **Immigration and Refugee Services**
 - Services:
 - Staff profiles
 - Information for parents through children
 - Cultural resource directory (e.g. Burmese churches)
 - Citizenship class prep (include quiz for native-born visitors)
 - Workshop and class registration
 - Links (USCIS, TU clinic, Univision etc)
 - Legal services
 - Educational tips and advice (rotating)
 - Know your rights page
 - Rumor control
 - Downloadable “Doc sheet” (homework cheat sheet for clients)
 - Cultural Highlights:
 - Journey to American virtual exhibit, user-submitted stories
 - Community/immigrant group facts
 - Ethnic recipes
 - Country profiles
 - Citizen of the month highlight (StoryCorp-style podcast)
 - Immigrant entrepreneurship — link with Chambers, highlight a business, potential fundraising opportunity
 - Famous immigrant Okie profiles
 - Get Involved:
 - Calendar of cultural events: festival, community events, programming, volunteer opportunities
 - Volunteer signup form
- o **Career and Counseling**
 - Services:
 - FAQ
 - Form to request more information
 - Workshop registration
 - Staff profiles
 - Employee Assistance Program information
 - Insurance information
 - Fee structure
 - Consumer programs
 - Learn:
 - SEO with mental health related keywords
 - MP3s of Jane Vantine’s Self Study Course
 - Multimedia exhibition page

- Resources — including client generated
 - Mental health tip of the month (for return visitors)
 - Information & Referral with research
 - Links to partners (MHAT, etc)
- Connect:
 - Private Client Login with access to support group forums
 - Personalized to users
- o **Senior Services**
- o **Racial Justice**
 - E-newsletter sign-up
 - Discussions on Race selections and schedule
 - Services available
 - Registration capability
 - Staff bio
 - Blog
 - Suggested resources
- o **All to include**
 - # served
 - Links to locations
 - Who
 - Fees
 - Hours
 - Testimonials

development

- o Charity Navigator / Guidestar / Goodsearch links
- o Media archive with newsletters and media mentions
- o Donor info page with annual report, 990, etc.
- o Donation methods: planned giving, stocks, monthly, in honor of, etc.
- o Client stories with large photo and story of how we helped them
- o YWCA Fact Sheet
- o Donor spotlight
- o Sponsor list
- o Links to donation forms (currently being developed by eTapestry)

membership

- o Membership information — more developed, descriptive, language inspires movement building
- o Advocacy tools and basic information
- o Member spotlight: recognizable community members, like “I Am Tulsa” or TYPros campaigns

**eliminating racism
empowering women**

ywca

**our brand identity
guidelines**

January 2004

our mission

The YWCA is a women's membership movement nourished by its roots in the Christian faith and sustained by the richness of many beliefs and values. Strengthened by diversity, the YWCA draws together members who strive to create opportunities for women's growth, leadership and power in order to attain a common vision: peace, justice, freedom and dignity for all people. The YWCA will thrust its collective power toward the elimination of racism wherever it exists and by any means necessary.

introduction

introduction

look and feel

signature elements

signature versions

minimum size

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illustration style

The Vision

Direct, straightforward, bold. Our signature and look and feel should always reflect the consistent, confident pursuit of the YWCA mission.

In the hearts and minds of the public, the YWCA name should be inseparable from what we stand for. Placing our hallmark initiatives first and foremost into our signature signifies an organization that doesn't just support our mission, but is our mission. Our communication becomes more direct and specific, more powerful and unmistakably ours.

From this point forward, every communications piece from the YWCA will reflect the confident pursuit of the YWCA mission. We can do this with a bold signature, straightforward statements, courageous colors, and strong imagery and typography that show the world we are prepared to fearlessly face the tough issues.

The success of our new visual identity depends on you. By consistently adhering to these guidelines, you will build and strengthen our brand image with every communications piece you create. Your support is vital to building a strong brand for YWCA.

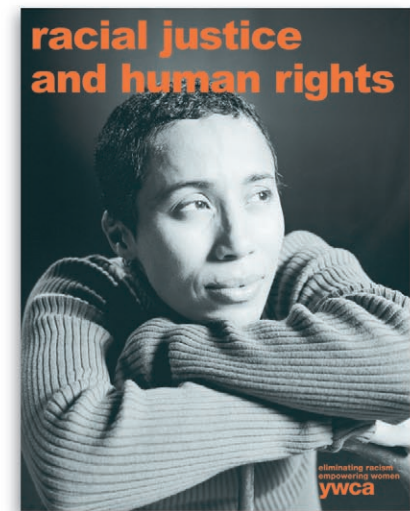
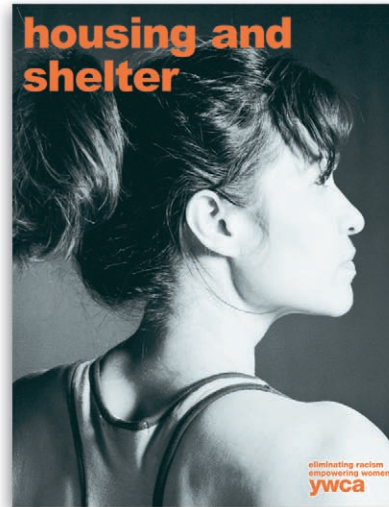
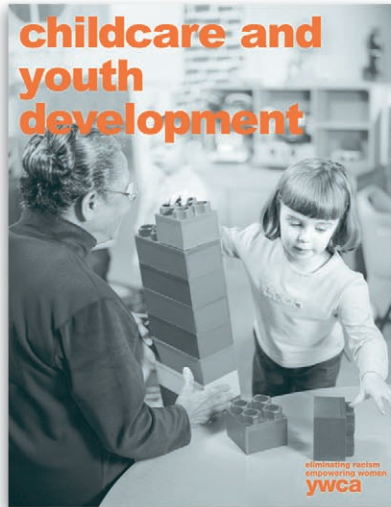
In the following pages, you'll find the details on how to use the new YWCA signature, color palette, typography, photography and illustration in various applications. All approved artwork is available for download at ywcabrand.org
user name: ywcausa
password: ourbrand

If you have any questions, please contact the National Office at:
YWCA USA
branding@ywca.org
202-467-0801
800-YWCA US1

look and feel

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from the
grass roots to
Capitol Hill,
we inspire girls
and women to
use their personal
power to be
strong alone —
fearless together.

eliminating racism
empowering women
ywca

Seagram CEO Disputes Sale Talk

[illegible]

White House to Hold Summit Next Week On Internet Security

...the 1980s, the U.S. economy was in a recession, and the U.S. government was in a state of emergency. The U.S. government was in a state of emergency because of the U.S. economy was in a recession. The U.S. government was in a state of emergency because of the U.S. economy was in a recession.

Dell Computer's Net Edges Up

Computer's Net Edges Up

84

John Jiang, president of PC-Link, says that the new firm will be able to offer a more complete service than the other two. "We will be able to provide a full turnkey solution," he says. "We will be able to provide a full turnkey solution," he says. "We will be able to provide a full turnkey solution," he says.

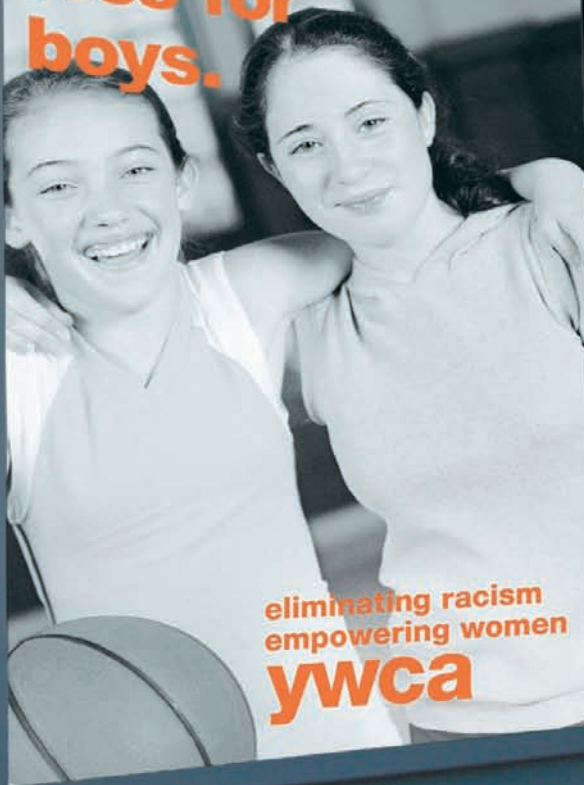
look and feel

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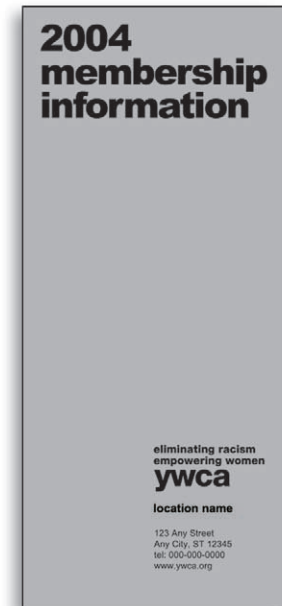
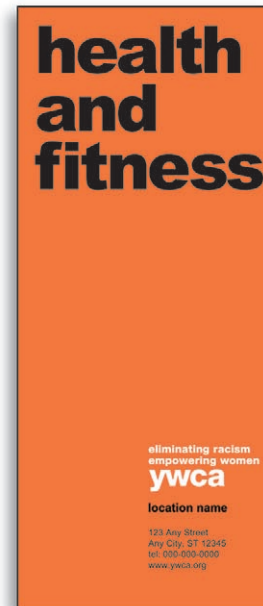
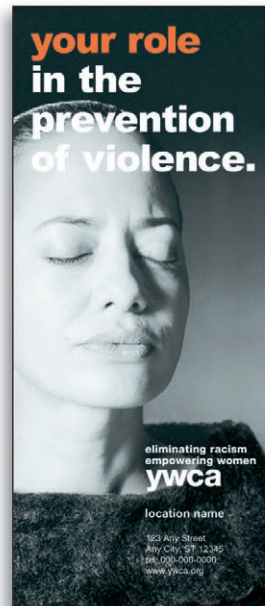
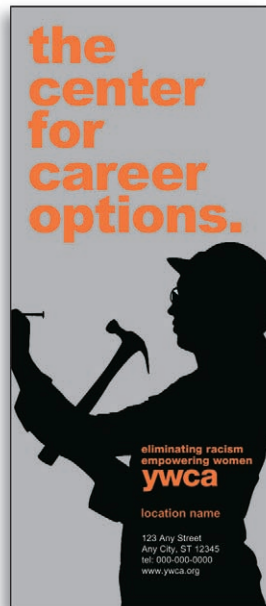


**more for
girls does
not equal
less for
boys.**



**eliminating racism
empowering women
ywca**

look and feel



name:
nationality:
age:
place of birth:
gender:

eliminating racism
empowering women
ywca

FOSTER
MEDIA

look and feel

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**embrace
diversity
join us for
a monthly
diversity
workshop.**



Date:
Time:
Cost:
Group size is limited to xx
For more information or to register call:
Location
000-000-0000

Location Name
123 Any Street
Any City, ST 12345
000-000-0000

**eliminating racism
empowering women
ywca**

**embrace
diversity
join us for a
monthly
diversity
workshop.**

Date:
Time:
Cost:
Group size is limited to xx
For more information or to register call:
Location
000-000-0000

Location Name
123 Any Street
Any City, ST 12345
000-000-0000

**eliminating racism
empowering women
ywca**

yoga

join us for an evening of basic awareness
yoga and beginning meditation

what:
This copy is only greeking. Do not
confuse this with the real copy. If this
had been real copy, someone from
the agency would have instructed
you as to how and where to proceed.
Once again this is only greeking.

cost:
10 classes:
5 classes:
1 class:

attire:
This is greeking, not at all like real
copy. You see, real copy is a series
of words and thoughts.

where:
This copy is greeking.

information:
000-000-0000

Location Name
123 Any Street
Any City, ST 12345
000-000-0000

**eliminating racism
empowering women
ywca**

**become an
activist**

be a rape crisis counselor
000-000-0000

**in
women's
issues.**

Location Name
123 Any Street
Any City, ST 12345
000-000-0000

 **eliminating racism
empowering women
ywca**

VIACOM

peace

eliminating racism
empowering women
ywca

VIACOM

justice

eliminating racism
empowering women
ywca

VIACOM

freedom

eliminating racism
empowering women
ywca

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signature elements

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eliminating racism
empowering women
ywca

hallmark
initiatives

corporate
name

signature

The YWCA signature represents our organization across all communications materials. Our signature is more than a logo or an icon; it's our identity. It's who we are in the eyes of our audience. Therefore, please help us eliminate confusion, and refer to the YWCA mark as our signature at all times.

The signature consists of our two hallmark initiatives and the corporate name. These signature elements always appear together as a unit and should never be separated or altered in any way.

The signature is a custom-designed piece of artwork. Always use the approved artwork downloaded from ywcabrand.org (user name: ywcausa, password: ourbrand). Never re-create the signature or any element within the signature.

signature elements

unacceptable 1

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A
empowering women
eliminating racism
ywca

B
eliminating racism
empowering women
ywca

C
eliminating racism
empowering women
ywca

D
eliminating racism empowering women
ywca

E
eliminating racism
empowering women
ywca

F
eliminate racism
empower women
ywca

G
empowering women
ywca

Inconsistent presentation of the signature compromises our identity. Therefore, it is important to follow the guidelines to ensure a consistent look across all applications.

- A Do not rearrange elements within the signature
- B Do not typeset or change the typeface of the signature
- C Do not stretch or condense the signature
- D Do not reconfigure the signature
- E Do not change the spacing between elements
- F Do not change the words of the hallmark initiatives
- G Do not add to or delete any element of the signature

signature elements

unacceptable 2

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H

eliminating racism
empowering women
ywca

K

eliminating racism
empowering women
ywca

Inconsistent presentation of the signature compromises our identity. Therefore, it is important to follow the guidelines to ensure a consistent look across all applications.

H Do not place the signature in a shape or border

I

eliminating racism
empowering women
ywca

L

eliminating racism
empowering women
ywca

I Do not use an unacceptable color for the signature (see color)

J Do not outline the letters of the signature

J

eliminating racism
empowering women
ywca

M

eliminating racism
empowering women
ywca

K Do not add symbols or graphics to the signature

L Do not apply multiple colors to the signature

M Never use a gradient in the signature

signature versions preferred

Preferred Signature

eliminating racism
empowering women
ywca

Preferred Signature with location name

eliminating racism
empowering women
ywca
location name

introduction
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signature versions
preferred
alternate
special use
special use -
unacceptable

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There are several versions of the YWCA signature. Use the Preferred Signature whenever possible, particularly when referring to the YWCA as a whole or when the hallmark initiatives are the primary focus of a communications piece.

When referring to a specific location, use the Preferred Signature with location name in Arial Bold. The location is unnecessary on YWCA corporate communications.

signature versions

alternate

Alternate Signature

eliminating racism
empowering women
ywca

Alternate Signature with location name

eliminating racism
empowering women
ywca
location name

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special use
special use -
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The Alternate Signature has been created for situations in which the YWCA name should be prominent, such as exterior signage.

Use the signature with the location name in Arial Bold when it is important to communicate a specific city or YWCA association.

All signatures have been custom-designed for maximum legibility and impact. Do not alter or re-create the signatures or their elements under any circumstances. Consistency is vital to the success of the YWCA brand. For all Preferred and Alternate Signatures, always use the approved artwork available from www.ywcabrand.org (user name: ywcausa, password: ourbrand).

signature versions

special use

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preferred
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special use
special use -
unacceptable

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1. Sign-off usage

eliminating racism
empowering women **ywca**

2. Forms

eliminating racism
empowering women
ywca **facsimile**

eliminating racism
empowering women
ywca **memorandum**

eliminating racism
empowering women
ywca **press release**

Two Special Use Signatures have been created:

1. Sign-off usage

Only to be used for applications such as PowerPoint® when space is not available for the Preferred Signature.

2. Forms

Only to be used as part of the stationery system (e.g., facsimile, memorandum, etc.). To extend information or key messages from “ywca” in this Special Use Signature, approval from the communications director at YWCA USA is required. An example of this is shown in the look and feel section of these guidelines as it pertains to a Web site.

For approval contact:
YWCA USA
branding@ywca.org
202-467-0801
800-YWCA US1

signature versions

special use - unacceptable

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special use
special use -
unacceptable

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A

eliminating racism
empowering women
ywca location name

B

eliminating racism
empowering women **ywca**
location name

C

eliminating racism
empowering women
ywca facsimile

The same rules for the Preferred and Alternate Signatures also apply to Special Use Signatures. In addition:

- A Do not change the placement of the location name
- B Do not add the location name to the sign-off signature for use in PowerPoint
- C Do not change placement of the form type callout (e.g., facsimile, memorandum, etc.)

minimum size

introduction
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Preferred and Special Use (Forms) Signature: minimum size of “ywca” is .5" wide

**eliminating racism
empowering women**

ywca
.50"

Alternate Signature: minimum size of “ywca” is .75" wide

**eliminating racism
empowering women
ywca**
.75"

Special Use Signature: minimum size of “ywca” is .75" wide

**eliminating racism
empowering women ywca**
.75"

To ensure maximum legibility, we have established a minimum size requirement for all signatures.

The letters “ywca” in the Preferred Signature must be at least .5" wide. The letters “ywca” in the Alternate and Special Use Signatures must be at least .75" wide.

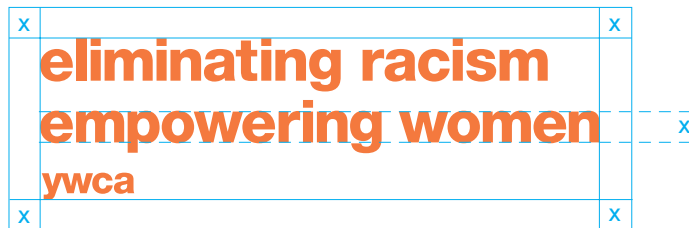
Do not reproduce the signatures smaller than the minimum size or alter the relative proportions of the signature. Only use the approved artwork to reproduce the signature.

clear space preferred

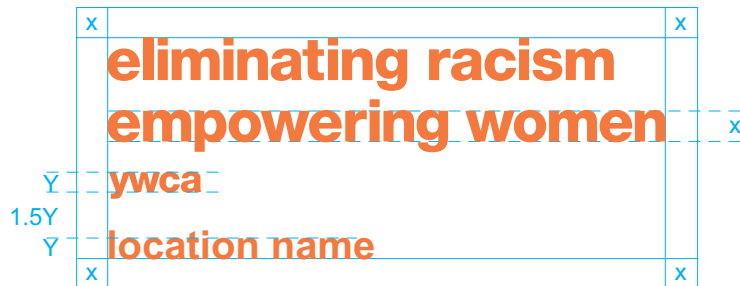
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Preferred Signature



Preferred Signature with location name



For the signature to make the biggest impact possible, we've established a clear space standard for each signature configuration. Clear space is the area surrounding the signature that must be kept free of any elements, such as text, graphics and other logos.

As a unit of measurement, "x" equals the x-height of the letters in the hallmark initiatives (e.g., the height of the "w" in "women").

For the Preferred Signature, the minimum required clear space is a distance of "x" surrounding all sides of the signature.

When using the Preferred Signature with location name in Arial Bold, the clear space is "x" on all sides.

Always use the provided signature artwork files when developing brand communications.

For access to signature artwork files, go to www.ywcabrand.org (user name: ywcausa, password: ourbrand).

clear space

alternate/special use

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Alternate Signature



Special Use Signature (Sign-off)



For the signature to make the biggest impact possible, we've established a clear space standard for each signature configuration. Clear space is the area surrounding the signature that must be kept free of any elements, such as text, graphics and other logos.

Whenever possible, strive to surround the signature with generous amounts of clear space, exceeding the minimum requirement.

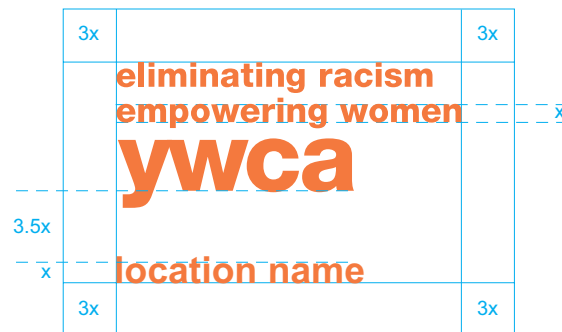
As a unit of measurement, "x" equals the x-height of the letters in the hallmark initiatives (e.g., the height of the "w" in "women").

For the Alternate and Special Use Signatures, a minimum clear space of 3x must be maintained.

Always use the provided signature artwork files when developing brand communications.

For access to signature artwork files, go to www.ywcabrand.org (user name: ywcausa, password: ourbrand).

Alternate Signature with location name



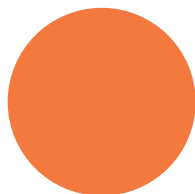
Special Use Signature (Forms)



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YWCA Persimmon

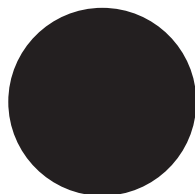
(or PANTONE® 172)

C0 M65 Y83 K0

R253 G90 B30

R255 G102 B51

FF 66 33



YWCA Black

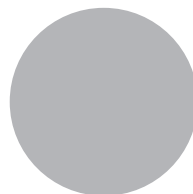
(or PANTONE Process Black)

C0 M0 Y0 K100

R00 G00 B00

R00 G00 B00

00 00 00



YWCA Gray

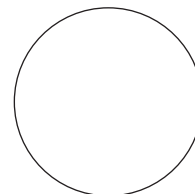
(or PANTONE Cool Gray 5)

C0 M0 Y0 K34

R189 G189 B189

R204 G204 B204

CC CC CC



YWCA White

C0 M0 Y0 K0

R255 G255 B255

R255 G255 B255

FF FF FF

Pantone

Process Color

RGB

Websafe RGB

Websafe HEX

Color is a powerful element within our graphic system and, when used correctly and consistently, can create immediate visual brand recognition. Our colors can be powerful tools to attract attention, highlight important words and link ideas to our signature.

YWCA Persimmon is our brand color reflecting the strength and confidence of the YWCA. This color lends a warm and welcoming yet straightforward look and feel. These four colors, as shown, should be used as much as possible to reinforce the YWCA look.

In lieu of the color(s) listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide.

The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

Consult current PANTONE Publications for accurate color.

PANTONE® is the property of Pantone, Inc.

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A

eliminating racism
empowering women
ywca

B

eliminating racism
empowering women
ywca

C

eliminating racism
empowering women
ywca

The YWCA signature may only be presented in the following colors:

- A YWCA Persimmon is the preferred color for all signature versions. Use it whenever possible.
- B The reversed (white) signature on a dark background may be used as an alternate. Use this when the Preferred YWCA Persimmon Signature does not provide sufficient contrast against the background.
- C The black-and-white signature is used only when color reproduction is not available. It is preferable to use this signature on bright persimmon or white paper. You may use other brightly colored paper sparingly. Always ensure sufficient contrast when printing over a photographic background.

backgrounds

acceptable 1

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A

eliminating racism
empowering women
ywca

B

eliminating racism
empowering women
ywca

C

eliminating racism
empowering women
ywca

D

eliminating racism
empowering women
ywca

The signature should be prominent wherever it appears. Always ensure that there is sufficient contrast between the signature and the background.

For backgrounds, choose from the YWCA color palette. When choosing a photographic background, make sure there is sufficient contrast between the photograph and the color of the signature.

- A Preferred Signature on white or light-colored background
- B Preferred Signature on black or dark-colored background
- C Preferred Signature on light black-and-white photographic background
- D Preferred Signature on dark black-and-white photographic background

backgrounds

acceptable 2

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acceptable 2
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E

eliminating racism
empowering women
ywca

H

eliminating racism
empowering women
ywca

The signature should be prominent wherever it appears. Always ensure that there is sufficient contrast between the signature and the background.

For backgrounds, choose from the YWCA color palette. When choosing a photographic background, make sure there is sufficient contrast between the photograph and the color of the signature.

F

eliminating racism
empowering women
ywca

I

eliminating racism
empowering women
ywca

E Reverse (white) signature on YWCA Persimmon background

F Reverse (white) signature on black background

G

eliminating racism
empowering women
ywca

J

eliminating racism
empowering women
ywca

G Reverse (white) signature on YWCA Gray background

H Black signature on YWCA Persimmon background

I Black signature on white or light-colored background

J Black signature on YWCA Gray background

backgrounds unacceptable

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A

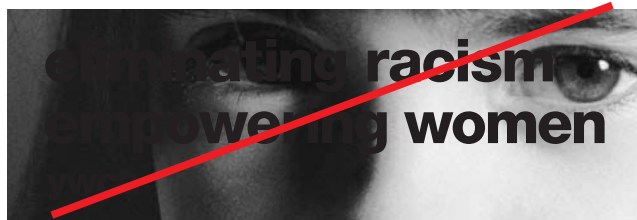


D



Avoid placing a signature on any background that reduces its legibility. Here are some examples of the kinds of backgrounds to avoid.

B



E



A Do not place a YWCA Persimmon signature on a YWCA Gray background

B Do not apply a black signature over a dark background

C Never apply the signature over a patterned background

D Do not apply the signature over busy areas of photographs

E Do not apply the signature over colored photography

F Never use unapproved colors

C



F



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Primary Typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Secondary Typeface

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?/

Typography plays an essential role in the YWCA identity system. It is the primary graphic device used to communicate who we are and what we do. Our typography style establishes a distinctive YWCA look and feel that helps present the company consistently across all visual communications.

The primary typeface is Arial, a typeface available on most computer platforms and across a wide range of programs. Do not use the oblique or italic versions of this typeface.

A secondary typeface will be necessary for large areas of text. In these instances, use Times New Roman Regular, Bold, Italic and Bold Italic.

Never underline, outline, strikethrough or shadow any type. The only exception to this rule is within large areas of body copy, underlining may be used to highlight key messages. The preferred method is to use bold type within large areas of body copy.

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Main Headlines

**use arial black, large
point size, all lowercase**

Subheads

Use Arial Bold, mixed case

Small Areas of Body Copy

Use Arial Regular, mixed case.

Large Areas of Body Copy

Use Times New Roman Regular, mixed case.

Use the italic, bold and bold italic versions for *emphasis* only.

Typographic specifications:

For main headlines use Arial Black, large point size, all lowercase.

For subheads use Arial Bold, mixed case.

For small areas of body copy use Arial Regular, mixed case.

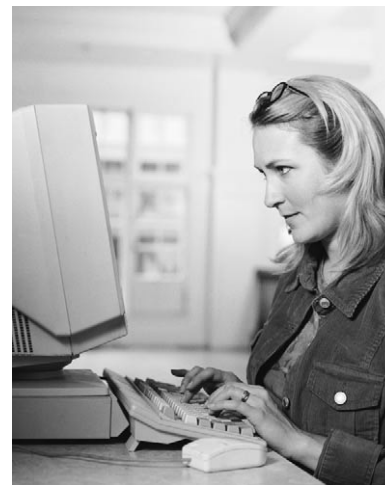
For large areas of body copy use Times New Roman Regular, mixed case.

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Portraiture



Documentary

Reality is the key idea behind our photography style. We use straightforward and engaging pictures of real people in real situations experiencing real emotions.

Black-and-white photography is the preferred imagery for the YWCA look and feel. It captures the realness of everyday life scenes and very real people dealing with real issues. Photographs of women and girls can be uplifting and positive or passionate and intense – depending on the desired message. The use of black-and-white photography provides a dramatic staging ground for the YWCA signature.

Portraiture

Imagery that is real and honest, not posed or contrived.

Documentary

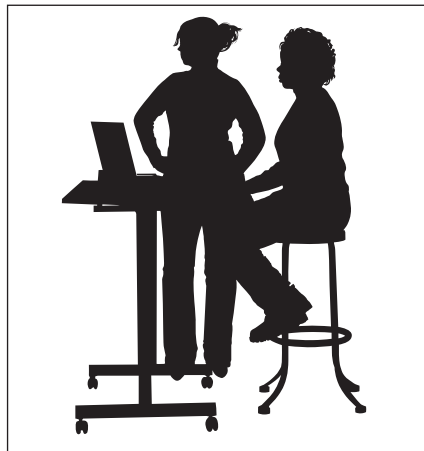
Real life situations, protests and problems captured as they unfold.

People whose lives have been improved by their association with the YWCA.

illustration style

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When photography is not a viable option, you may use illustration to add visual interest to your documents, e.g., flyers. The realistic silhouetted shapes complement our bold look and feel system.

To achieve this effect, photography may be transformed into silhouettes. The shapes must be filled with colors from our palette. Do not use outlines or place illustrations over a photograph.

DO NOT USE CLIP ART.

Shown here are examples of silhouetted images and how they work in the context of brochures.