CREATING UNITY WITH IMPACT AND CONSISTENCY

A Guide for Creating Impactful Flyers
McGaw YMCA

Maintaining a consistent voice and look within our visual system is key to communicating our message to our members and the community. We want to demonstrate that we are determined, nurturing, genuine, hopeful, and welcoming. We communicate this through the proper use of our logo, areas of focus, font, color, and the images we use. All of us know what makes the Y great and we want our visuals to help others see that as well.

PLEASE NOTE:

> Use the templates for flyers on the Public Server in the GRAPHIC STANDARDS AND TEMPLATES folder. Do not use old templates from past programs.

> If you ever come across something you're not sure of, contact Marketing for your questions with the visual guidelines or creating benefit statements.

> Visit www.ymcaexchange.org for additional resources, including photography and examples from other Ys.

INCORRECT

- Font is incorrect (not in Cachet)
- Text aligned to the center
- McGaw YMCA is not in all CAPS
- Website and registration information are not included
- Picture has a reflection and is cut off at the edge (avoid using “Picture Styles” in Word)
- Use of clipart

INCORRECT

- Not enough white space around the logo
- Areas of Focus are the wrong color
- The program name is where the benefit statement should be
- Dark lines around images (CONTACT MARKETING IF THIS HAPPENS WHEN YOU ARE CREATING A PDF)
- Incorrect use of text box and the description is not written out clearly
- Contact information placement is on the right-hand side, not the left

INCORRECT

- Logo and Areas of Focus are outdated
- Benefit Statement is too long, in the wrong color scheme, and is not in CAPS
- The description of the event is in the text box
- The text box uses a border and an incorrect color that is not one of the brand-approved colors
- Website and contact information is missing

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INCORRECT

- Font is incorrect (not in Cachet) (PLEASE MAKE SURE THE FONT IS INSTALLED ON YOUR COMPUTER – CONTACT MARKETING FOR ASSISTANCE)
- ALL text is aligned to the left
- Website and registration information included
- Image not cut off and has rounded corners without any borders or reflection (TO CREATE ROUNDED CORNERS, SELECT THE ROUNDED RECTANGLE IN “PICTURE SHAPE” UNDER “PICTURE TOOLS”)

INCORRECT

- Font is in Cachet
- ALL text is aligned to the left
- Website and registration information included
- Image not cut off and has rounded corners without any borders or reflection (TO CREATE ROUNDED CORNERS, SELECT THE ROUNDED RECTANGLE IN “PICTURE SHAPE” UNDER “PICTURE TOOLS”)

CORRECT

- Logo has enough white space from the edge of the paper and the Areas of Focus are in the same color family
- Benefit Statement tells what the participant will get out of the program (CONTACT MARKETING FOR ASSISTANCE)
- Description is written out and clear. If the text box doesn’t contain incredibly important information (i.e. registration, contact information, website, promotion), please delete it!
- Contact information and website is in the bottom left-hand corner