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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

logomark



The logo is the defining symbol of Youth Commission International's brand. It is comprised of three main elements: the "Y" reversed out of the black circle, the "C," which wraps around the center form, and the "I," which completes the circle. These elements make up the logo and must never be separated from each other.

The wordmark is the component which identifies the name of the organization, Youth Commission International. The font is Arial Rounded Bold. It is comprised of two main elements: "youthcommission," which is to always be all lowercase letters and "INTERNATIONAL," which is to always be all uppercase. There is no space separating the words "youth" and "commission," and "INTERNATIONAL" is always placed under the words and aligned to the right.

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

misuses

A lot of thought and effort has gone into determining the perfect relationship between the elements of the logomark, namely the logo and wordmark. Do not attempt to recreate the logomark by resizing, rearranging, or implementing any other method that would alter the design. Please use the approved artwork, and always follow these rules when using it. The following are misuses of the logomark that should be avoided.



Do not resize the separate elements of the logomark



youthcommission
INTERNATIONAL



Do not rearrange the elements of the logomark.

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

misuses



Do not stack the elements of the logomark.



Do not substitute any other font for the wordmark.

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

misuses



Do not stretch the proportions of the logomark



Do not reverse the logo.

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

minimum size

A minimum size has been determined for the logomark to help it stand out as much as possible. While the minimum size shown here should accommodate most applications and reproduction techniques, make sure that the logomark is never smaller than what can be clearly executed.



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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

color

The elements of the logomark have all been assigned colors under careful consideration. The full color version of the logomark uses the following three colors (It should be noted that while Gray can be a shade of Black, and will be used as a shade in most applications, it is specified here as a separate color for the purposes of having thorough identification). Do not attempt to recreate the colors of the logomark by interchanging the colors of the different elements.



Youth Commission Green
Black
Gray

PANTONE 382
PANTONE Black 6
PANTONE 423

C=30, M=0, Y=100, K=0
C=0, M=0, Y=0, K=100
C=0, M=0, Y=0, K=40



When the multi-colored logomark is placed upon a black background, the “Y” form of the logo and the “youth” portion of the wordmark should be changed to white.

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

color

When using the logomark for applications using one color only on a white background, one of the following three examples should be chosen. It is advised not to use Option 3 when the logo will be used in a size smaller than 4 inches for maximum readability.



Option 1: 1-color logo in
PANTONE 382



Option 2: 1-color logo in all Black



Option 3: 1-color logo in Black with
shades

C component:	K=60
Y component:	K=100
I component:	K=30
“youth”:	K=100
“commission”:	K=60
“international”:	K=60

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

color

When using the logomark for applications using one color only on a black background, one of the following two examples should be chosen. It is advised to use Option 1 when the logo will be used in a size smaller than 4 inches for maximum readability.



Option 1: 1-color logo in White



Option 2: 1-color logo in Black with shades

C component:	K=70
Y component:	White (K=0)
I component:	K=35
“youth”:	White
“commission”:	K=40
“international”:	K=40

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palette

An overall palette using vibrant primary colors was chosen to contemporize the brand of Youth Commission International, and to appeal to its target audience—teenagers. While there is not a requirement to use only these exact colors for all applications, it is advised not to vary these colors dramatically. In keeping with the contemporary look and feel conveyed in the logotype, an earth-tone or subdued color palette should never be used.

primary
palette



















lighter
palette



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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

palette

color	PANTONE	CMYK	RGB	HEX
	382	C=30 M=0 Y=100 K=0	R=191 G=215 B=48	BFDD73
	361	C=80 M=0 Y=100 K=0	R=13 G=177 B=75	0DB14B
	312	C=100 M=0 Y=0 K=0	R=0 G=174 B=239	00AEEF
	2603	C=70 M=100 Y=0 K=0	R=111 G=44 B=145	6F2C91
	7424	C=0 M=100 Y=0 K=0	R=236 G=0 B=140	EC008C
	185	C=0 M=100 Y=80 K=0	R=237 G=26 B=59	ED1A3B
	716	C=0 M=60 Y=100 K=0 C=0	R=245 G=130 B=32	F58220
	803	M=10 Y=100 K=0	R=255 G=221 B=0	FFDD00
	373	C=20 M=0 Y=60 K=0	R=210 G=226 B=136	D2E288
	346	C=50 M=0 Y=60 K=0	R=132 G=201 B=139	84C98B
	2985	C=60 M=0 Y=0 K=0	R=68 G=200 B=245	44C8F5
	521	C=40 M=50 Y=0 K=0	R=157 G=133 B=190	9D85BE
	204	C=0 M=60 Y=0 K=0	R=242 G=135 B=183	F287B7
	170	C=0 M=60 Y=50 K=0	R=244 G=132 B=115	F48473
	149	C=0 M=30 Y=60 K=0	R=252 G=187 B=118	FCBB76
	100	C=0 M=0 Y=60 K=0	R=255 G=246 B=133	FFF685

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

fonts

The font “Arial” was chosen for the primary typeface. This font was chosen due to the same font being used for the wordmark, “Arial Rounded Bold.” Arial’s openness and geometry make it highly legible. And it’s available in Roman and Italic, allowing maximum flexibility. It is also installed as a system font on all computers. Please refrain from using other fonts if possible. If it is necessary to purchase the Arial family, this can be done at myfonts.com.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789!@#%&(),.?:;

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789!@#%&(),.?:;

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789!@#%&(),.?:;

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789!@#%&(),.?:;

If for any reason Arial cannot be used in an application, please substitute Helvetica, which is a font very similar in look and legibility.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789!@#%&(),.?:;

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YOUTH COMMISSION INTERNATIONAL Brand Identity Standards

subsidiary branding

Due to Youth Commission International containing multiple chapters spread out amongst a large geographical area, a subsidiary branding system is necessary for the chapters. The following is an example of how to execute the branding of an individual chapter.



To recreate the logo, replace the “INTERNATIONAL” element with the name of the chapter. The name should still be aligned to the right, with right edge of the word lined up with the right edge of “youthcommission.” The name should also retain the same font height and color be set in all capitals, and be set in the same font—Arial Rounded Bold. No other aspects of the logotype should change.