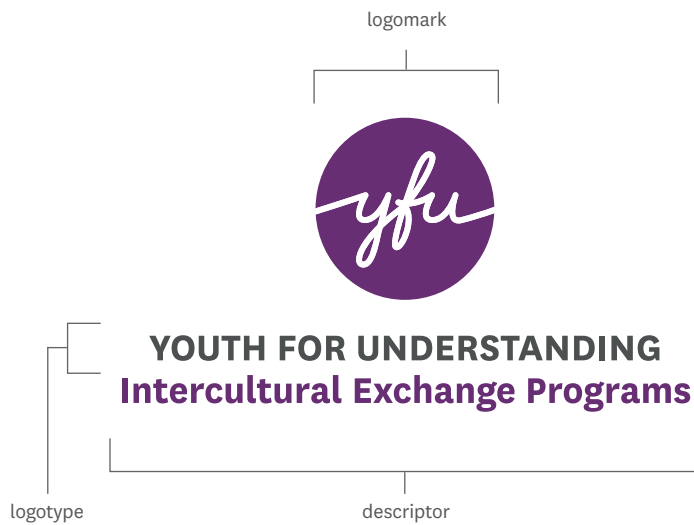


GLOBAL BRANDING LOGO

Our logo is the centerpiece of our visual identity. It is the key design element representing our organization and the basis for our design approach.

Logo elements



The YFU logo is made up of three elements: the logomark, logotype and descriptor.

The logotype is set in National Bold. The logomark is the focal point of the logo.

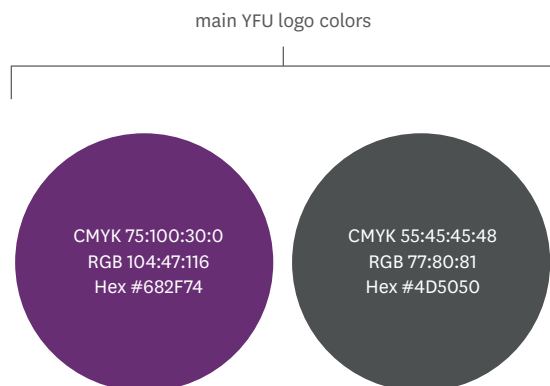
The descriptor gives a clear and concise indication of what our organization does.

A YFU USA logo exists as an alternative for instances where we need to emphasize the American branch of the global YFU network.

Alternate Logo



LOGO COLORS



The logo purple can be used as a “General YFU” color in other materials. Please refer to the ‘Color’ section for YFU’s primary, secondary and tertiary palettes.

LOGO VARIATIONS

The "main" YFU logo with the descriptor underneath or the "horizontal" YFU logo with the descriptor are the two logo version layouts approved for use by YFU USA.

PRIMARY LOGO USED IN YFU USA MATERIALS



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The YFU logo has many different variations to fit within each partner country's needs. The above logos should be used on all communications within the US. In materials that may be shared with YFU partner countries, YFU USA Marketing may use the USA specific logo.



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LOGO MISUSE



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Don't typeset the letters.



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Don't change the logo colors.



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Don't stretch the logo disproportionately, horizontally or vertically.



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Don't use the set text in place of the logo.

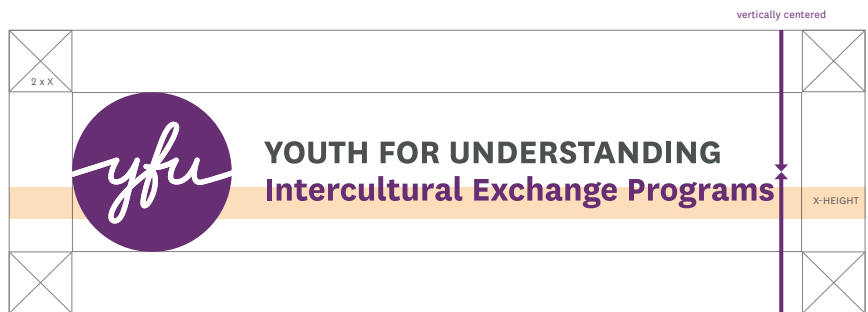
The examples of logo misuse on the left are not comprehensive. They are only a small sample of possible misuses of our YFU logo.

To ensure accurate, consistent reproduction of the YFU logo, never alter, add to or attempt to recreate it. Always use the approved digital artwork, available from the YFU marketing department.

CLEAR SPACE

A minimum clear space requirement has been established to ensure the prominence and clarity of the YFU identity. It is essential that the clear space remain free of all graphics, photography and typography for maximum brand recognition.

We define the clearspace by the distance "X," a unit of measurement equal to 1/5 of the logomark height in the YFU logo.



MINIMUM SIZE

Minimum size refers to the smallest size at which the YFU logo may be reproduced.

The minimum reproduction size of the YFU logo should guarantee that the figurative mark is .6" or 15mm.



Name

Youth For Understanding USA, Inc. is the official name of YFU USA. When written, “YFU” is the preferred usage. When appropriate you may use Youth For Understanding (YFU) or Youth For Understanding USA (YFU). “YFU USA” is also acceptable, but will be typically used by Marketing when differentiating between international partners or with the website. Please note there is no hyphen in YFU USA.

Logo Meaning

Royal purple symbolizes creativity, peace, pride, independence, understanding. support, ambition, and uniqueness. This blend of the warmest and coolest colors combines the stability of blue and the energy of red. Purple evokes a positive emotion. It is said to encourage creativity, calm nerves, and have the power to uplift. It is relatable across ages, genders, cultures, and religions. Purple communicates:

Eminence – representing prestige, wisdom, quality, and love - all elements reflected in the support and delivery of our program.

Value –representing both our organizational values, and the life-long value that YFU exchange programs provide our participants and communities.

Sacredness - serving as a symbol of virtue and faith, and of uniqueness in nature, purple carries special meaning across religions and cultures around the world.

Bravery – Representing the courage required to open one’s mind and embark on the adventure of a lifetime with YFU.

YFU Logo Descriptor: Intercultural Exchange Programs should be used with the logo at all times.

Using the YFU USA Logos

- Logomark should never appear alone without our name and descriptor attached. Always use an official logo anchored with Youth For Understanding. Logomark may be used alone in rare instances with approval (such as profile pictures on social networking sites.)
- It is important to keep white/blank space around the logo. Keep the integrity of the original white space. Start text/graphics below the logo with at least two lines (Arial, size 8) below the logo. For text/graphics on the side of the logo there needs to be at least 4 spaces (Arial, size 8) before starting text/graphics.

Consistency with logo placement and sizing

The **free space** around the logo has to be inherited.

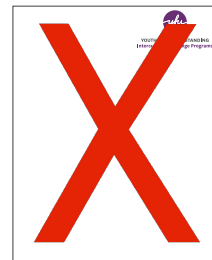
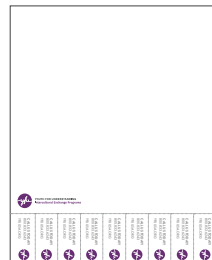
The **main logo** should be placed on the top and centered.

The **landscape logo** can be placed on the top or bottom of the page, but has to always be left-aligned.

If making pull tabs and the logo is placed at bottom left of main page, place the pull tab logo at the bottom.

Correct & Incorrect Use of Logo on Flyers

Logo placement rules do not apply to business cards.



BLACK & WHITE

For Black & White printing, you may use the black logo.



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For placement on colored or photo backgrounds, use the all white logo.

The scripted letters in the logomark are transparent. They will appear the color of the background or show the photo background through. Make sure photos have enough contrast to thoroughly read the logo type.



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LOCATION

For Printers

EPS (Encapsulated PostScript) & AI (Adobe Illustrator) files are available upon request; please email requests to marketing@yfu.org. A printer will be able use these files for printing the logo in high quality.

Logo Files Location

my.yfu.org/dept/adreg/StyleGuideResources.htm

YFU USA Shared Drive - Marketing & Publication → Public → Marketing Resources → **YFU Logos**

NOTE: Please discontinue use of all previous versions of the YFU logo, including the most recent YFU logo (2013) vertical/round logos with Youth For Understanding USA with or without the website, the solid blue logo, the teal logo with YFU USA anchoring it, the previous version of the vertical logo and any older logos using the Rockwell font or the words International Exchange after Youth For Understanding. These are outdated.

