EAST JERUSALEM
YMCA
جمـعيـة الشبـان المسـيحيـة - القـدس

One brand we can all feel part of

Contents

Introduction

This is an exciting time. The world is changing and to prosper and grow, institutions must adapt to the expectations and needs of society.

Through our new brand, we will respond to the demands of rapid change whilst maintaining our core values. We are a dynamic institution and we intend to use all available communications touchpoints - prospectus, promotional material, media coverage, photography, display stands and our people - to build our reputation and improve our brand perception.

A helpful guide

This document has been created to outline the thinking behind the EJ-YMCA brand - its vision, principles and application.

These guidelines should assist you in producing some great creative work that is true to our vision and therefore strengthens our brand.

The guide is intended to be simple and flexible but to provide clear and unambiguous rules about how our brand should appear and behave. Consistency across all communications is key in delivering powerful brand messages that leave a positive and lasting impression of EJ-YMCA.

Please take the time to study these guidelines and apply them consistently to play your part in building an impactful brand, now and for the future.

Our new brand marks the point from which our institution will be known as EJ-YMCA

Our mission

The East Jerusalem YMCA is a Palestinian non-profit community-based organization whose mission is to develop and empower youth and communities to reach their full potential in mind, body and spirit based on Christian values.

Our values

Respect
Dignity
Social Justice
Indiscrimination
Equality
Respecting Human Rights
Openness
Transparency
Embodying values of love and service
Flexibility

Our brand | How we communicate

When communicating with EJ-YMCA brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.

Your specific target audience will affect the approach you take to the quantity and detail of information presented, the directness or nuance of the message, and the degree to which EJ-YMCA will need to be explained and contextualized.

General public

We cannot assume that members of the general public know who EJ-YMCA is and what we do.

Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.

Members & supporters

Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.

Sponsors & partners

This audience includes other programs within the EJ-YMCA, donors, partners, operational and existing sponsorship partners.

Communications reflect a more professional relationship with EJ-YMCA and contain a greater degree of detail and nuance.

Our brand | Identity zones

Different areas of the identity application require different degrees of professional design input. We have categorized these areas into three different zones.

1. Core identity
Simple is smart

The core identity zone represents the basic recognition elements of the identity and is focused on application of the logotype and the use of our primary colour palette.

Items within this zone include signs, stationery or merchandise or communications that only require the core mark and primary colour palette.

Items in Zone 1 are either predesigned as a template or require little or no design expertise to apply.

2. Operational
Make it easier to be on-brand

The second zone focuses on presenting information to our members, supporters and partners. Items in this zone include newsletters, annual reports, project updates and presentations. Unlike Zone 1 this zone contains a wide range of information and is visually more diverse. The secondary colour palette is used to create appropriate difference between items of communication.

Items in Zone 2 can be created in-house with basic design skills. More complex or nuanced documents will require the skills of a professional designer.

3. Agency
Understand strategy

The third identity zone is more targeted and persuasive in its communication style. While retaining the clear authority of the core identity, these designs require a more emotive approach to copy and imagery to be effective in the crowded public communications space.

Items in this zone include outdoor, TV and radio advertising and directmail campaigns.

Items in Zone 3 are generally created by professional designers and agencies.

Our new brand marks the point from which our institution will be known as EJ-YMCA

Main corporate identity – logotype

This is the logotype for EJ-YMCA. It is shown here in the corporate colours. The two elements that make up the logo are the triangle icon and the typography in English and Arabic.

The logotype should never be re-created.

Always use the master artwork, available from the Brand team.

The primary two colour logo should be used where possible, on white background.

Where possible, a two colour version of the logo should be used. If the two colours can't be used, a single colour (black or white) version can be used.

When the EJ-YMCA logo is reproduced on colour backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

Use a reverse or black version of the logo on all colour backgrounds. White reverse should be used on dark colours and Black should be used on light colours.

When the EJ-YMCA logo is reproduced on photographic backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures, patterns.

Use a reverse or black version of the Master Brand on all colour backgrounds. White reverse should be used on dark colours and Black should be used on light colours.

Clearance area

The EJ-YMCA logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the hight of the 'Y' Letter as shown.

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

Minimum size

For small print reproduction we recommend 20mm for the logo as minimum size.

Co-branding guidelines

The simple rule for application is that the EJ-YMCA logo and the co-brand partner logo should be aligned horizontally (as illustrated).

Exceptions

These rules look to cover as many outcomes and scenarios as possible when using co-branding. However not every eventuality can be covered and there could be occasions where these rules will be difficult to implement because of the amount or shape and orientation of additional brandmarks. In this case, the layout that maintains a clear space around our brand mark and visually works best should be used.
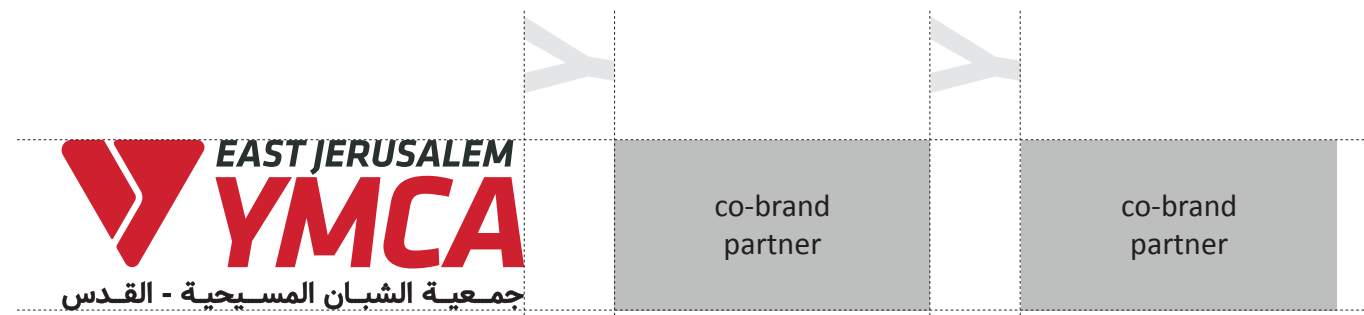
Always use the main logo when using the logo with other co-brand partners logos, no exceptions for the sub-identities (Programs and Centres).

Minimum size

20mm

Our brand sub-identities

A clear framework has been developed to accommodate some distinct sub-brand identities, linked to the parent brand, that have been corporately approved.

Clearance area

The EJ-YMCA Main logo or other EJ-YMCA Programs logos should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. This area is defined by using the hight of the 'Y'Letter as shown.

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

Minimum size

For small print reproduction we recommend 40mm for the horizontal logo and 20mm for the vertical logo as minimum size.

The main logo and the program name must be the same width

**EAST JERUSALEM
YMCA**
جمعية الشبان المسيحية - القدس

Women Development Program
برنامج المرأة التنموي

**EAST JERUSALEM
YMCA**
جمعية الشبان المسيحية - القدس

Women Development Program
برنامج المرأة التنموي
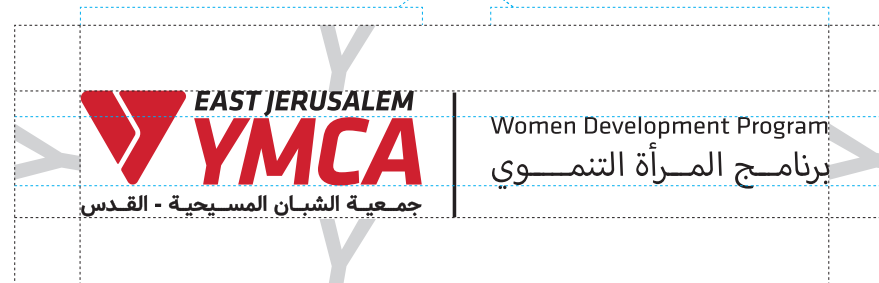
Minimum size

40mm

20mm

Rehabilitation Program

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

Program accent primary colours

Pantone	320C	3145C	315C
CMYK	100/11/38/0	92/31/28/11	100/46/38/13
RGB	0/153/168	0/125/152	0/101/128
Hex	#0098a8	#007c97	#006580

LINE1
LINE2
LINE3

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Women Development Program

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA جمـعـيـة الشبـان المسـيحيـة - القـدس

Women Development Program
برنامـــج المــرأة التنمــــوي

EAST JERUSALEM YMCA جمـعـيـة الشبـان المسـيحيـة - القـدس

Women Development Program
برنامـــج المــرأة التنمـــوي

Program accent primary colours

Pantone	2592C
CMYK	50/89/0/0
RGB	158/40/181
Hex	#9E28B5

2603C
68/100/11/2
68/35/130
#722382

2607C
82/100/18/12
81/12/118
#510C76

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA جمـعـيـة الشبـان المسـيحيـة - القـدس

Women Development Program
برنامـــج المــرأة التنمـــوي

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Vocational Training Center / Jericho Cultural Center

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA جمـعيـة الشبـان المسـيحيـة - القدس | Vocational Training Center مركــز التدريــب المهــني

EAST JERUSALEM YMCA جمـعيـة الشبـان المسـيحيـة - القدس | Jericho Cultural Center المركــز الثقــافي أريحــا

EAST JERUSALEM YMCA جمـعيـة الشبـان المسـيحيـة - القدس
Vocational Training Center مركــز التدريــب المهــني

EAST JERUSALEM YMCA جمـعيـة الشبـان المسـيحيـة - القدس
Jericho Cultural Center المركــز الثقــافي أريحــا

Program accent primary colours

Pantone	**3145C**	**1505C**	**159C**
CMYK	**0/60/94/0**	**0/70/100/5**	**0/60/100/45**
RGB	**245/130/43**	**230/106/31**	**152/80/6**
Hex	**#F5822A**	**#E6691F**	**#974F06**

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA جمـعيـة الشبـان المسـيحيـة - القدس | Vocational Training Center مركــز التدريــب المهــني

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Career Advancement Center

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القـدس

Career Advancement Center
مركــز التطويــر المهـــني

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القـدس

Career Advancement Center
مركــز التطويــر المهـــني

Program accent primary colours

Pantone	109C	130C	1255C
CMYK	0/15/100/0	0/34/100/0	0/25/100/35
RGB	255/212/0	252/177/22	177/137/6
Hex	#FFD400	#FBB116	#B18806

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القـدس

Career Advancement Center
مركــز التطويـر المهـــني

Use the black version of the logo when using the logo on a light background. It is recommended to use one of the program primary colours as the background colour.

Jerusalem Community Center

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA — جمـعيـة الشبـان المسـيحيـة - القدس

Jerusalem Community Center
مركز القدس المجتمعي

Kameel Nasir Sports Center
مركز كميـل نـاصر الريـاضي

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القدس

Jerusalem Community Center
مركز القدس المجتمعي

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القدس

Kameel Nasir Sports Center
مركز كميـل نـاصر الريـاضي

Program accent primary colours

Pantone	2995C	300C	294C
CMYK	89/0/1/0	100/50/0/15	100/80/0/25
RGB	0/180/237	0/99/165	1/59/130
Hex	#00B3ED	#0062A4	#013A81

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحيـة - القدس

Jerusalem Community Center
مركز القدس المجتمعي

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Beit Sahour Community Center

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحيـة - القـدس

Beit Sahour Community Center
مركـز بيـت سـاحور المجتمعي

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحيـة - القـدس

Beit Sahour Community Center
مركـز بيـت سـاحور المجتمعي

Program accent primary colours

Pantone	2995C	300C	294C
CMYK	89/0/1/0	100/50/0/15	100/80/0/25
RGB	0/180/237	0/99/165	1/59/130
Hex	#00B3ED	#0062A4	#013A81

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحيـة - القـدس

Beit Sahour Community Center
مركـز بيـت سـاحور المجتمعي

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Ramallah Community Center

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحية - القـدس
Ramallah Community Center
مركـز رام الله المجتمعـي

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحية - القـدس
Ramallah Community Center
مركـز رام الله المجتمعـي

Program accent primary colours

	2995C	300C	294C
Pantone	2995C	300C	294C
CMYK	89/0/1/0	100/50/0/15	100/80/0/25
RGB	0/180/237	0/99/165	1/59/130
Hex	#00B3ED	#0062A4	#013A81

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA
جمـعيـة الشبـان المسـيحية - القـدس
Ramallah Community Center
مركـز رام الله المجتمعـي

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Youth Department

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

Program accent primary colours

Pantone	376C	370C	364C
CMYK	48/0/100/1	49/0/100/30	59/0/100/43
RGB	132/189/0	101/141/27	74/119/41
Hex	#84BD00	#658D1B	#4A7729

LINE1
LINE2
LINE3

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Shepherds Field Guest-house

Logo

We have created a quick reference diagram to show approved logo variations, colours and how our programs sub-brands are structured.

There are two approved versions of the logo, the horizontal logo and the vertical logo.

The horizontal logo should be used where possible. If space is restricted, the vertical version of the logo can be used.

No other exceptions to these are permitted.

Colours

Program accent primary colours can be used into program design communications. They should be used sparingly and should not replace the red colour palette in an overall piece of work.

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحـيـة - القدس

Shepherds Field Guest-house
بيت ضيافة حقل الرعاة

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحـية - القدس

Shepherds Field Guest-house
بيت ضيافة حقل الرعاة

Program accent primary colours

Pantone	186C	1945C	202C
CMYK	15/100/90/0	23/100/70/14	29/95/75/29
RGB	210/35/51	172/11/61	138/36/50
Hex	#D22333	#AC0B3D	#8A2432

LINE1
LINE2
LINE3

EAST JERUSALEM YMCA
جمـعـيـة الشبـان المسـيحـية - القدس

Shepherds Field Guest-house
بيت ضيافة حقل الرعاة

Use the white version of the logo when using the logo on a background. It is recommended to use one of the program primary colours as the background colour.

Do not stretch the logo

Do not change the logo colours

Do not use black logo on dark background

Do not use white or black logo on crowded image

Do not rotate the logo

Do not use red colour logo

Do not use white logo on light background

Do not use 2 colour logo on an image

Do not change element relationships
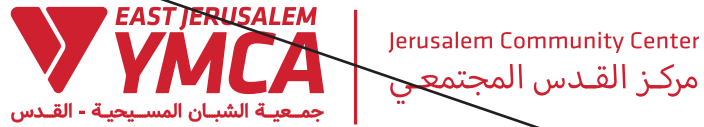
Do not remove any element

Do not change element size

Do not remove ARABIC

Do not use red colour logo

Do not remove any element

Do not change the logo colours

Do not remove any language

Do not stretch the logo

Do not change the text colours

Do not change element relationships

Visual identity
Colours

This Colour palette has been created for use across the wide range of the EJ-YMCA marketing and promotional materials.

The palette is strong, vibrant and fresh and gives the identity a much more modern feel.

Corporate colour palette

The EJ-YMCA primary colour palette consists of RED, BLACK, WHITE and BISCUIT.

This is the colour combination that we wish to be associated with.

Complementary Colours

The complementary colour palette is used as a way of bringing a layer of differentiation to our communications. The colours are not aligned to any Program and are to be used freely as complementary colours near any Program accent primary colours. Careful consideration should be given to when colours are used, as they should not be used in a way that dilutes the visual recognition that our red colour brings to the brand.

Primary Corporate Colours

	EJ-YMCA Red	EJ-YMCA Black	Biscuit	White
Pantone	Pantone 186C	Black	Warm Grey 1C	NA
CMYK	15/100/90/0	0/0/0/100	0/0/8/8	0/0/0/0
RGB	210/35/51	0/0/0	236/234/219	255/255/255
Hex	#d22333	#000000	#eCEADB	#ffffff

Secondary Complementary Colours

	PINK	LIME	SEA GREEN	THUNDER GRAY	MAGENTA
Pantone	204C	396C	563C	WARM GRAY 4C	MAGENTA
CMYK	5/70/18/0	12 /0/94/0	58/0/31/0	25/24/25/2	0/100/0/0
RGB	229/108/147	225 224 0	107/187/174	182/173/165	236/0/140
Hex	#E56C92	#E1E000	#6BBBAE	#B6ADA5	#EC008C

	PURPLE	YELLOW	TURQUOISE	WARM SKY	FANDANGO
Pantone	248C	109C	326C	549C	215C
CMYK	37/100/0/0	0/15/100/0	81/0/38/0	60/8/9/21	0/100/20/20
RGB	165/24/144	255/212/0	0/175/171	86/159/187	196/0/99
Hex	#A51890	#FFD400	#00AFAB	#569EBA	#C40063

|	PLUM PURPLE	SAND	OLIVE	TORRES BLUE	BURGUNDY
Pantone	7658C	617C	377C	3025C	222C
CMYK	40/86/0/86	27/22/75/0	57/23/97/8	100/19/0/51	0/100/40/50
RGB	105/39/89	193/181/97	128/152/60	0/79/113	139/0/55
Hex	#692759	#C1B561	#77953E	#004F71	#8B0036

Sub-identity colour palette

Each sub-identity has also been allocated three primary accent colours, shown in Pantone, CMYK, RGB and hex value. These colours will help differentiate both the internal and external communications of each Program.

When creating a piece of communication for a particular Program, its allocated primary accent colour should be used. Additional colours may also be used to support the primary accent colour if necessary.

Primary accent colour palettes are adopted primarily for Program marketing activities. For corporate communications, it is most appropriate to communicate within the corporate colour palette.

Primary, secondary and sub-identiy colour palettes can also be used as tints. These tints can widen the colour options for instances where a more toneddown visual approach is appropriate, for example charts and tables.

90% 80% 70% 60% 50% 40% 30% 20% 10% 5%
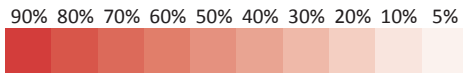
All our colour palettes can be used at the above tint values.

Program accent primary colours

Rehabilitation Program	Pantone 320C / CMYK 100/11/38/0 / RGB 0/153/168 / Hex #0098a8	Pantone 3145C / CMYK 92/31/28/11 / RGB 0/125/152 / Hex #007c97	Pantone 315C / CMYK 100/46/38/13 / RGB 0/101/128 / Hex #006580
Women Development Program	Pantone 2592C / CMYK 50/89/0/0 / RGB 158/40/181 / Hex #9E28B5	Pantone 2603C / CMYK 68/100/11/2 / RGB 68/35/130 / Hex #722382	Pantone 2607C / CMYK 82/100/18/12 / RGB 81/12/118 / Hex #510C76
Vocational Training Center	Pantone 3145C / CMYK 0/60/94/0 / RGB 245/130/43 / Hex #F5822A	Pantone 1505C / CMYK 0/70/100/5 / RGB 230/106/31 / Hex #E6691F	Pantone 159C / CMYK 0/60/100/45 / RGB 152/80/6 / Hex #974F06
Career Advancement Center	Pantone 109C / CMYK 0/15/100/0 / RGB 255/212/0 / Hex #FFD400	Pantone 130C / CMYK 0/34/100/0 / RGB 252/177/22 / Hex #FBB116	Pantone 1255C / CMYK 0/25/100/35 / RGB 177/137/6 / Hex #B18806
Community Centers	Pantone 2995C / CMYK 89/0/1/0 / RGB 0/180/237 / Hex #00B3ED	Pantone 300C / CMYK 100/50/0/15 / RGB 0/99/165 / Hex #0062A4	Pantone 294C / CMYK 100/80/0/25 / RGB 1/59/130 / Hex #013A81
Youth Department	Pantone 376C / CMYK 48/0/100/1 / RGB 132/189/0 / Hex #84BD00	Pantone 370C / CMYK 49/0/100/30 / RGB 101/141/27 / Hex #658D1B	Pantone 364C / CMYK 59/0/100/43 / RGB 74/119/41 / Hex #4A7729
Shepherds field Guesthouse	Pantone 186C / CMYK 15/100/90/0 / RGB 210/35/51 / Hex #D22333	Pantone 1945C / CMYK 23/100/70/14 / RGB 172/11/61 / Hex #AC0B3D	Pantone 202C / CMYK 29/95/75/29 / RGB 138/36/50 / Hex #8A2432

Proportional Colour Usage

When using colours for EJ-YMCA brand collateral, careful consideration should be given when using colour to ensure that red remains as our lead colour, with the Program accent primary and secondary complementary colours providing support and definition to design outputs.

Primary Corporate Colours
Our primary colours should be the dominant colours in all our communications. If a brochure, digital presentation or video animation is being designed, red colour doesn't need to appear at all times, on every page, slide or frame, but should still be the dominant colour throughout our overall brand outputs.

Program accent primary colours
This colour palette has been created to help differentiate across all EJ-YMCA programs and centers communication.

Secondary Complementary Colours
This colour palette can be the dominant colour on a single page or graphic as long as a primary or Programs accent primary colours is also present. It can be used to add contrast to the primary colours palette.

Please note that white should be considered an important colour within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contributes to the feeling of a bright, open and contemporary identity.

Main Identy

This represents a proportional guide to using colour and in what quantities, while taking into account the rules laid out previously. We haven't put an exact percentage on what amount of colour should be used, as this will be almost impossible to implement and enforce. Rather this guide is to give you a visual sense of how to apply colour when designing with our brand.

Primary corporate colours

Secondary complementary colours

Sub-Identies

Primary corporate colours

Program accent primary colours

Secondary complementary colours

Charts and Infographics

Our charts and graphs enable us to communicate complicated information and data so it is easier to understand.

They are made up from simple geometric shapes and must always be clear and not overcomplicated.

We generally use flat colours from the program accent primary and secondary complementary colour palettes when colouring our charts.

You can apply our colours as solids or tints: the only stipulation is that you must ensure there is enough contrast between the data fields.

Charts and graphs should always include a title that describes what the information is about, and where appropriate include a colour key so that the information is easy to understand.

Don't use decorative effects such as drop shadows unless it is appropriate and meets your objectives. Additionally leave some clear space around graphs, tables and charts and ensure all relating information is close to them.

Styling
Chart headings: Always in black aligned left.
Chart descriptor: Black or white aligned left.

Charts with minimal data
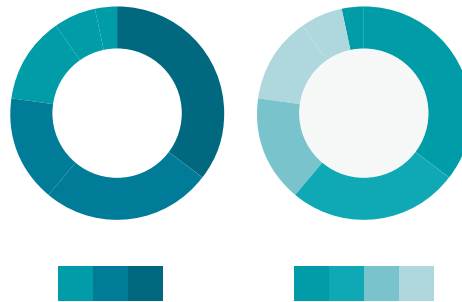
Charts with minimal data points could be created with program accent primary colours palette and, when necessary, their tints.

More dynamic materials
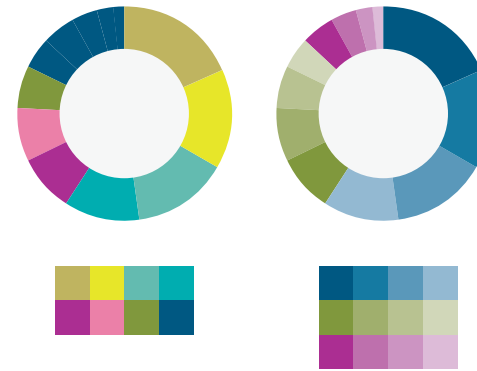
For materials with a more dynamic and bold tone, the secondary complementary colours palette offers more colourful options.
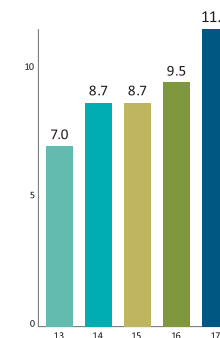
❌
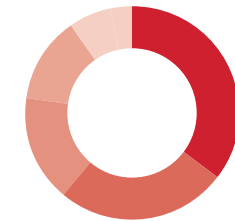
Don't use RED as the lead colour in diagrams and charts.

Title sample

32,000
in 2018

50,000
in 2020

Title sample

11.4

9.5

8.7 8.7

7.0

10

5

0

13   14   15   16   17

Activities
2020

%30   Direct beneficiaries
+0.4 %

1%4   Departments developed
−5.9 %

21%   Outreach vocational training
+4.7 %

%27   New courses
+7.9 %

%8   Outreach activities
+11.1 %
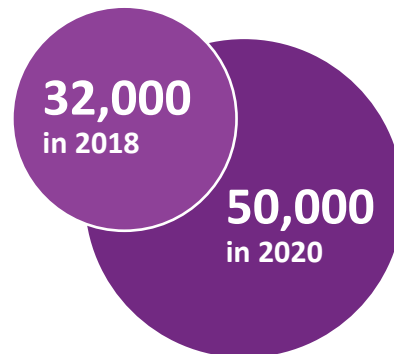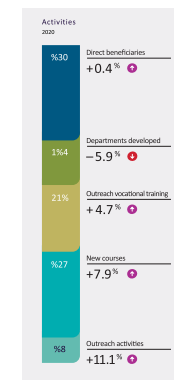
Visual identity | Colour references

Tables

Activity	2017	2018	2019	2020
Activity 1	30	17	26	26
Activity 2	29	15	12	23
Activity 3	17	46	25	14
Activity 4	37	38	26	16

Activity	2017	2018	2019	2020
Activity 1	30	17	26	26
Activity 2	29	15	12	23
Activity 3	17	46	25	14
Activity 4	37	38	26	16

Activity	Year			
	2017	2018	2019	2020
Activity 1	30	17	26	26
Activity 2	29	15	12	23
Activity 3	17	46	25	14
Activity 4	37	38	26	16

Visual identity

Typoghraphy

English Primary Typeface

Neo Sans Pro is the preferred typeface of EJ-YMCA. It should be used for informational communications.

Neo Sans Pro has been chosen for its clarity and accessibility both in print and on screen. It is available in a range of weights and styles.

English Headings

To be used in capitals and lower case for all display purposes, document titles, headline copy and break out quotes.

Neo Sans Pro

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890

Neo Sans Pro Light
Neo Sans Pro Light Italic
Neo Sans Pro Regular
Neo Sans Pro Italic
Neo Sans Pro Medium
Neo Sans Pro Medium Italic
Neo Sans Pro Bold
Neo Sans Pro Bold Italic
Neo Sans Pro Black
Neo Sans Pro Black Italic
Neo Sans Pro Ultra
Neo Sans Pro Ultra Italic

English System Typeface

Calibri is our system typeface and should be used when such cases Neo Sans Pro cannot be used. These include internally created documents, letters and electronic media.

The Calibri typeface is a web safe font and has been chosen to complement Neo Sans Pro. It is readily available on all PCs.

English Body

To be used in lower case for all general typeset preprinted body text setting, for example brochure text, stationery address details and business forms.

Please note that Calibri should not be used for external, professionally created applications, advertising and communications as headline or display purposes.

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
1234567890

Arabic Primary Typeface

Frutiger LT Arabic is the preferred typeface, it is a clear, professional, modern typeface which is used across all applications of the of EJ-YMCA.

Frutiger LT Arabic has been chosen for its clarity and accessibility both in print and on screen. It is available in a range of weights and styles.

Arabic Headings

To be used for all display purposes, document titles, headline copy and break out qoutes.

Frutiger LT Arabic Light

أ ب ت ث ج

Frutiger LT Arabic Roman

أ ب ت ث ج

Frutiger LT Arabic Bold

أ ب ت ث ج

Frutiger LT Arabic Black

أ ب ت ث ج

Frutiger LT Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن و ه ي
؟!٪$#@.١٢٣٤٥٦٧٨٩-+=

Arabic System Typeface

Myriad Arabic is our system typeface and should be used when there is restrictions that Frutiger LT Arabic cannot be used. These include internally created documents, letters and electronic media.

The Myriad Arabic typeface is a web safe font and has been chosen to complement Frutiger LT Arabic.

Arabic Body

To be used for all general typeset preprinted body text setting, for example reports body text, brochure body text, formal letters, stationery and forms.

Please note that Calibri should not be used for external, professionally created applications, advertising and communications as headline or display purposes.

Myriad Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي
؟!٪$#@٠١٢٣٤٥٦٧٨٩-+=

Myriad Arabic Regular

أ ب ت ث ج

Myriad Arabic Italic

أ ب ت ث ج

Myriad Arabic Bold

أ ب ت ث ج

Myriad Arabic Bold Italic

أ ب ت ث ج

Reports, booklets and brochures: internals in english

Here are some recommended sizes of fonts to be used for informational documents such as correspondence, reports, brochures and manuals. Please note that the format of the document being created will inform the ideal size to be used.

Our corporate font has a wide range of weights available to ensure full flexibility in application. The use of font weights and sizes across various applications may require a different tone and feel to be communicated.

This will give you the ability to mix and match the various weight, styles and colours together in applications to create a well-structured information hierarchy for the user.

Chapter pages must always start on a right-hand page in English Format and left-hand page in the Arabic Format.

You have to use one colour with the black in the same chapter or section in the report including text or design elements.

All texts are recommended to be left or right aligned and not justified.

1: Chapter Heading:

Font: Neo Sans Pro (Caps or lower case)
Style: Bold, Heavy or Ultra
Size: Recommended between 40-48pt
Leading: Same as the font size
Colour: Primary, Accent or Secondary

2: Sub-Chapter Heading

Font: Neo Sans Pro (Caps or lower case)
Style: Any font lighter than Bold
Size: Recommended between 24-35pt
Leading: as previous Chapter Heading
Colour: Black

3: Heading and Sub-Heading

Font: Neo Sans Pro (Caps or lower case)
Style: Any font style
Size: Recommended between 12-20pt
Leading: Auto with 2mm Space after
Colour: Primary, Accent or Secondary

4: Body

Font: Calibri (Lower case)
Style: Regular and bold for highlight
Size: 12pt
          10-11pt for narrow paragraphs
          7 pt for Footnotes
Leading: Auto with 3mm Space after
Colour: Black

This is an example Chapter Heading [1]

This is an example Sub-Chapter Heading [2]

This is an example Heading text [3]

This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. [4]

This is an example Sub-Heading text [3]

This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

This is an example Sub-Headheding text [3]

This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

Reports, booklets and brochures: internals in arabic

1: Chapter Heading:

Font: Frutiger LT Arabic
Style: 65 Bold or 75 Black
Size: Recommended between 40-48pt
Leading: Same as the font size
Colour: Primary, Accent or Secondary

2: Sub-Chapter Heading

Font: Frutiger LT Arabic
Style: Any font lighter than 65 Bold
Size: Recommended between 24-35pt
Leading: as previous Chapter Heading
Colour: Black

3: Heading and Sub-Heading

Font: Frutiger LT Arabic
Style: Any font style
Size: Recommended between 12-20pt
Leading: Auto with 2mm Space after
Colour: Primary, Accent or Secondary

4: Body

Font: Myriad Arabic
Style: Regular or Bold for highlights
Size: 12pt
         10-11pt for narrow paragraphs
         7 pt for Footnotes
Leading: Auto with 3mm Space after
Colour: Black

هذا مثال عنوان الفصل

1

هذا مثال على عنوان الفصل الفرعي

2

هذا مثال على نص العنوان

3

هذا مثال على نسخة النص. من المفترض أن تقرأ ولكن ليس لها معنى. كمحاكاة للنسخة الفعلية ، باستخدام كلمات عادية ذات ترددات أحرف عادية ، لا يمكن أن تخدع العين أو الدماغ.

4

هذا مثال على نص عنوان فرعي

3

هذا مثال على نسخة النص. من المفترض أن تقرأ ولكن ليس لها معنى. كمحاكاة للنسخة الفعلية ، باستخدام الكلمات العادية ذات الترددات العادية للحروف ، لا يمكن أن تخدع العين أو الدماغ.

هذا مثال على نص العنوان الفرعي

3

هذا مثال على نسخة النص. من المفترض أن تقرأ ولكن ليس لها معنى. كمحاكاة للنسخة الفعلية ، باستخدام الكلمات العادية ذات الترددات العادية للحروف ، لا يمكن أن تخدع العين أو الدماغ.

How to do the element

1 2 3 4

Spacing between the elements

5-10% of the element hight

Element height

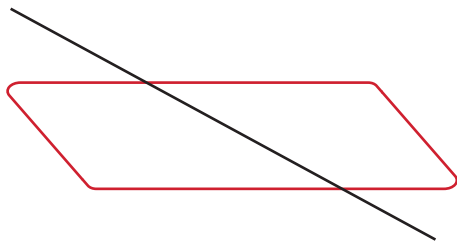5-10% of the element hight

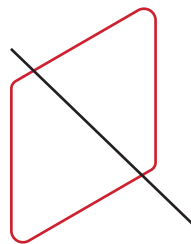Element height

Elements Skew Degree

120º
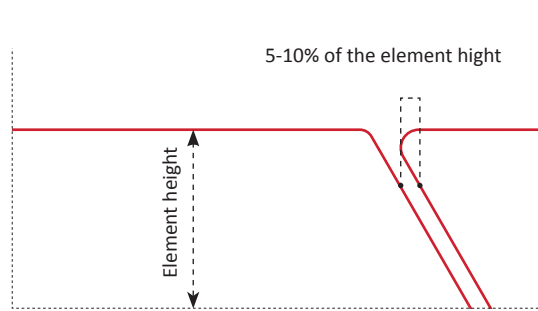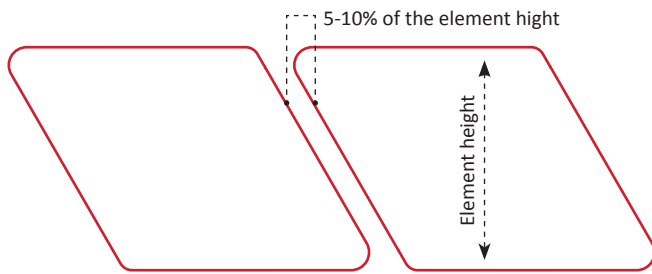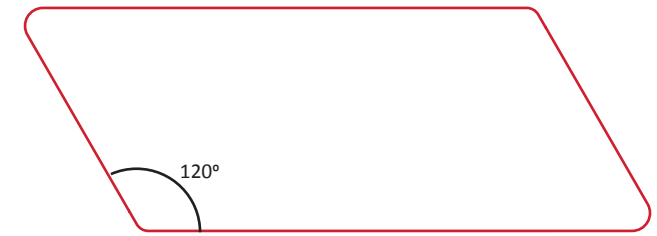
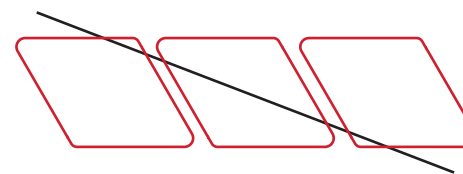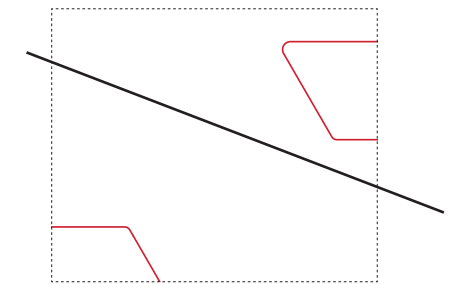When using the element make sure to keep the degree at 120º

Elements Skew Degree

Do not stretch the element

Do not rotate the element

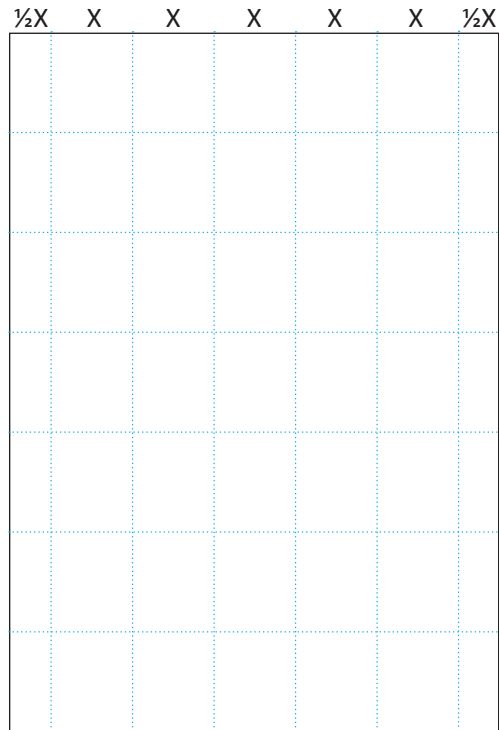Do not duplicate the element more than twice
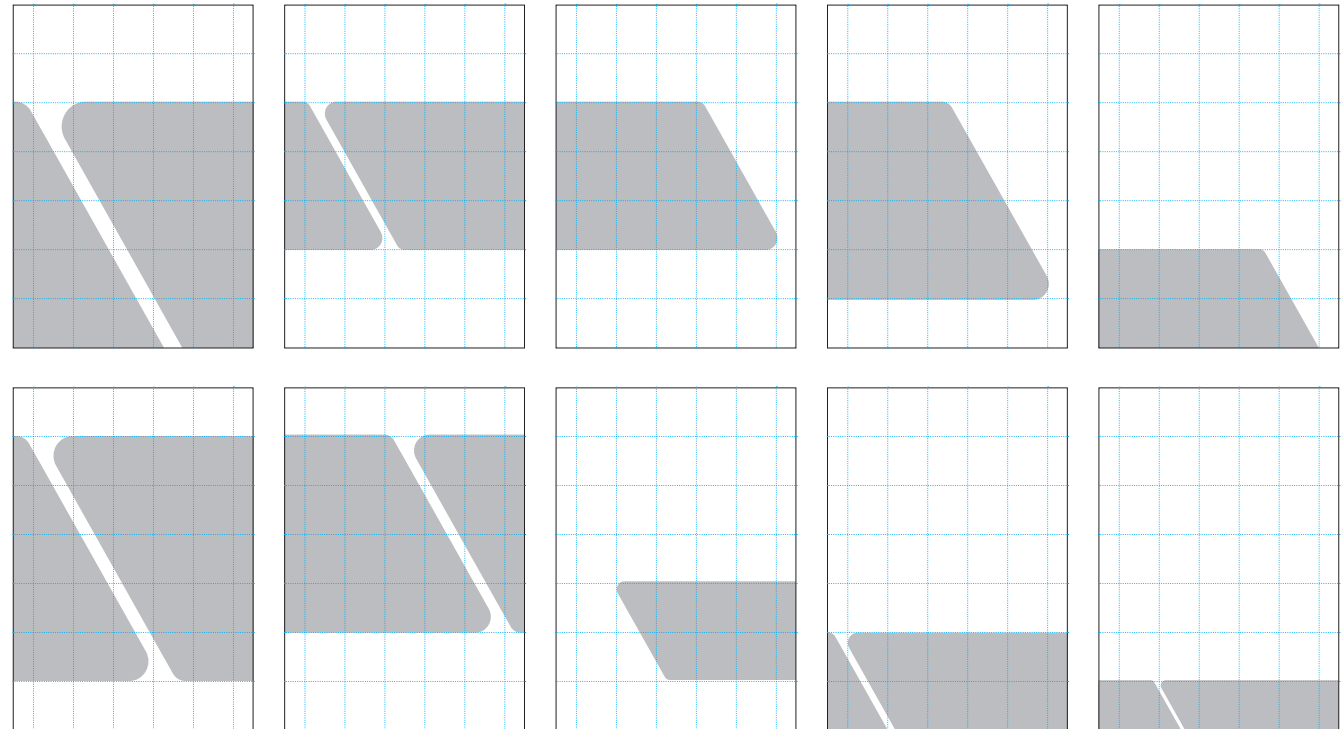
Do not change element relationships

Grids

½X   X   X   X   X   X   ½X

The distinctive design element is flexible and easy to use, it should be used to create outstanding communications as covers, social media ads, posters, banners and break out quotes**.**

Sample designs using grids

How to place the logo using the grids
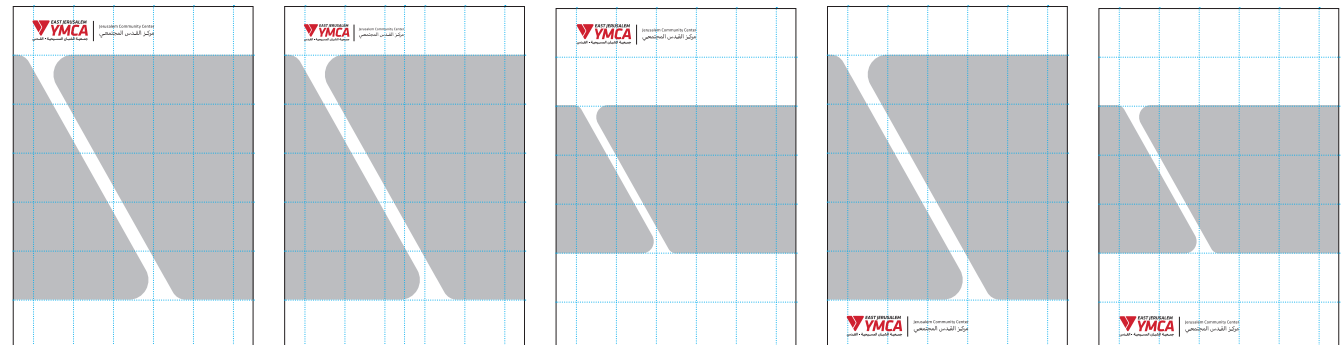
Visual identity | Photography

Creating context
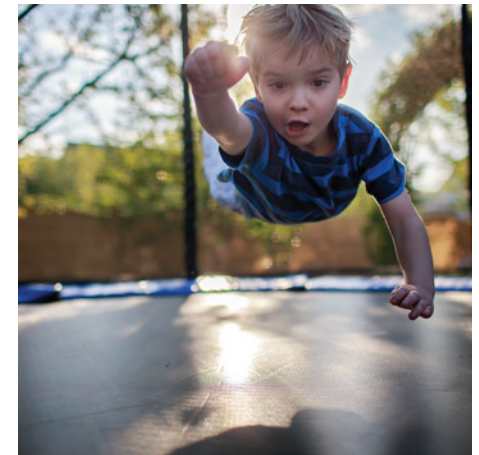
Focus on subject

Focus on object

Close-up / Positive

Sport

Environment

Training

In motion

Our primary photography reflects energetic movement and control, the interplay between the different elements that demonstrate when we contact the community, with a positive experience.
We should always have a point of focus within the image (usually a person) and natural motion blur happening in the background of the images (people moving around). Motion blur can be added to an image as a treatment but should be done in a sympathetic manner and not look contrived.

Brand
in action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of the communications and should not be viewed as a definitive presentation of what is possible.
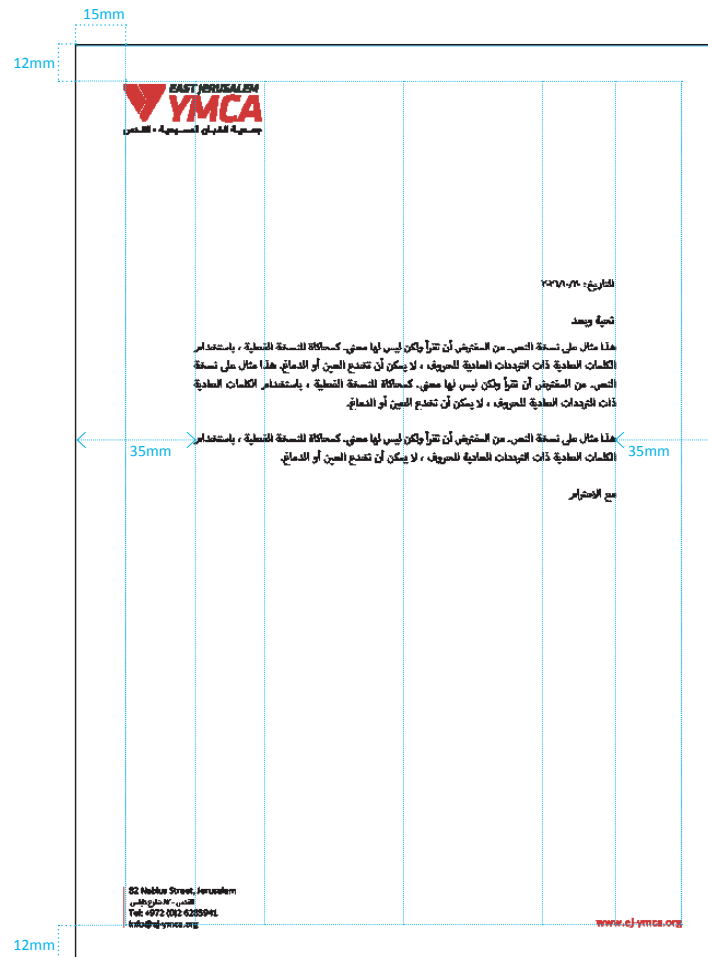
The corporate version of the letterhead is to be used by everyone within the institution, with no exceptions for the sub-brands (Programs and Centers).

– Only the Corporate colours will be used in all stationary or official correspondence.

– Logo and address must be in their fixed position at all times.

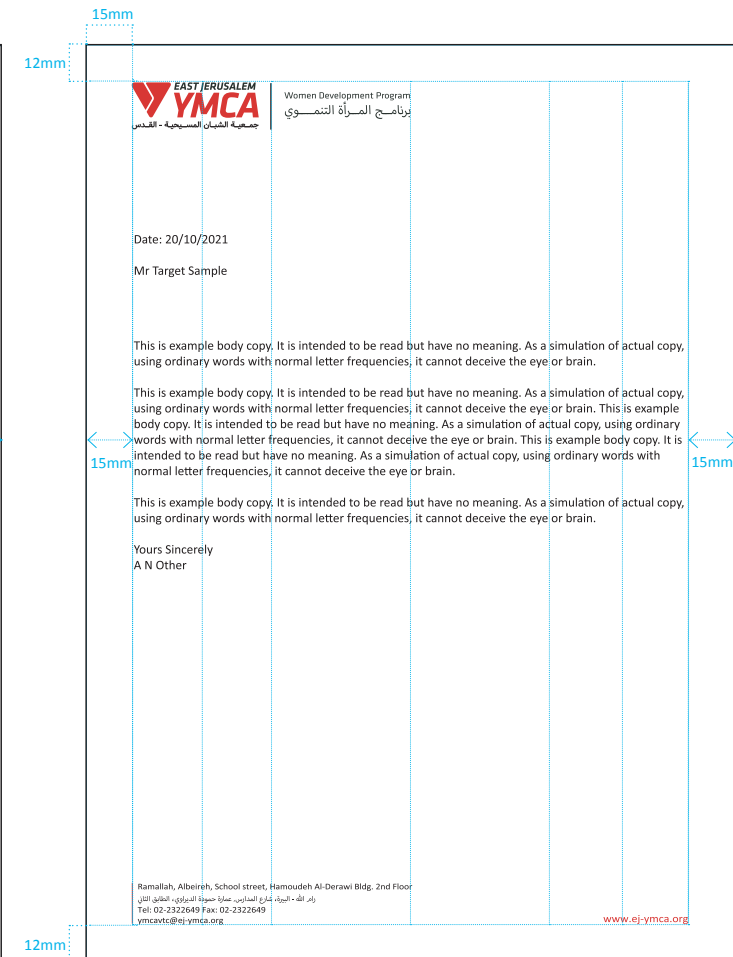– Digital versions of core letterheads are available for internal usage.

Text
English Font: Calibri
Arabic font: Myrad Arabic
Style: All Styles
Size: 12-14pt
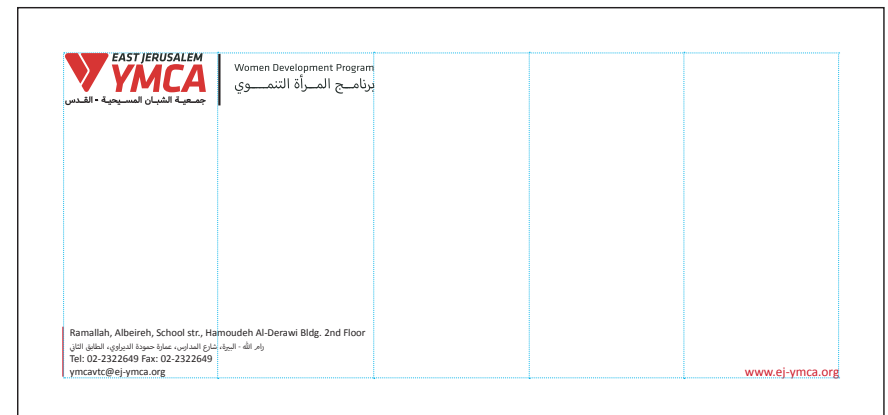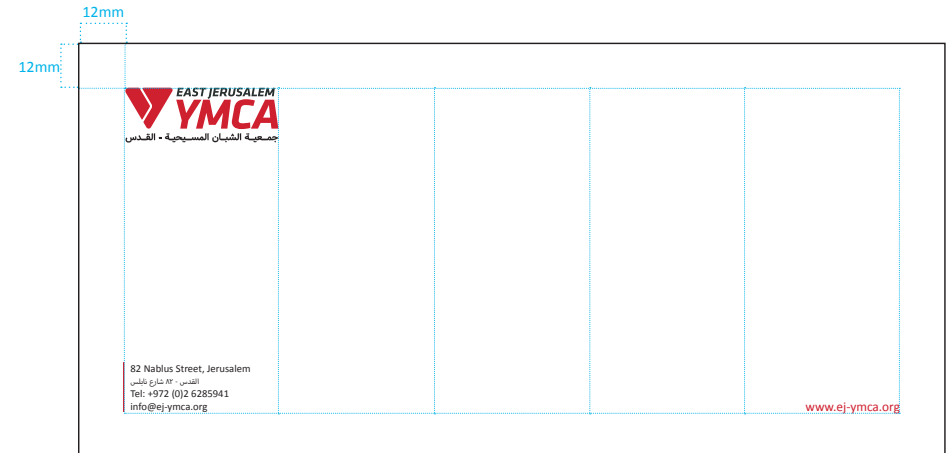Leading: Auto
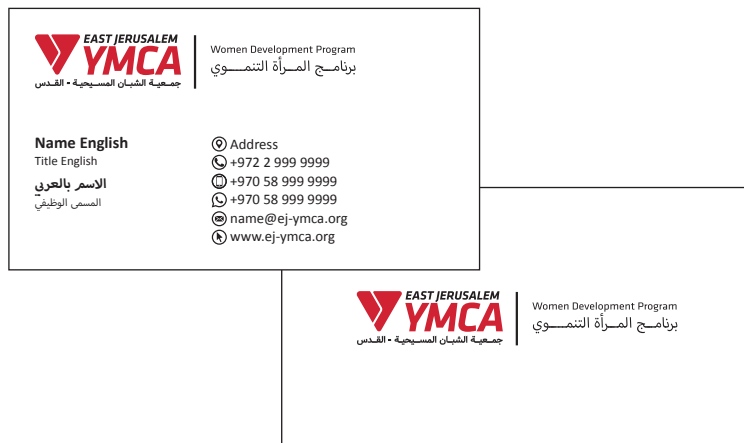Colour: Black

Wide Margins Version

The wide margins version will be used for internal and external letters

Narrow Margins Version

The narrow margins version will be used for documents as proposals, reports, etc.

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس

Name English
Title English
الاسم بالعربي
المسمى الوظيفي

⊙ Address
☎ +972 2 999 9999
📱 +970 58 999 9999
💬 +970 58 999 9999
✉ name@ej-ymca.org
🌐 www.ej-ymca.org

EAST JERUSALEM
YMCA
جمـعـية الشبـان المسـيحية - القدس

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس

Women Development Program
برنامـج المـرأة التنمـــوي

Name English
Title English
الاسم بالعربي
المسمى الوظيفي

⊙ Address
☎ +972 2 999 9999
📱 +970 58 999 9999
💬 +970 58 999 9999
✉ name@ej-ymca.org
🌐 www.ej-ymca.org

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس

Women Development Program
برنامـج المـرأة التنمـــوي

12mm

12mm

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس

82 Nablus Street, Jerusalem
القدس ، ٨٢ شارع نابلس
Tel: +972 (0)2 6285941
info@ej-ymca.org

www.ej-ymca.org

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس

Women Development Program
برنامـج المـرأة التنمـــوي

Ramallah, Albeireh, School str., Hamoudeh Al-Derawi Bldg. 2nd Floor
رام الله ، البيرة، شارع المدارس، عمارة حمودة الدراوي، الطابق الثاني
Tel: 02-2322649 Fax: 02-2322649
ymcavtc@ej-ymca.org

www.ej-ymca.org

The corporate version of the ID cards is to be used by the HR Department only, with general Logo and corporate colours only, no exceptions for the sub-identities (Programs and Centers).
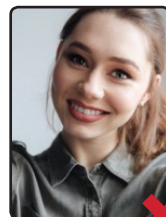

Name: **Employee Name**
Title: Coordinator
Rehabilitation Program
ID: 999999999
Valid Until: 31/12/2021

We kindly request the civil and military authorities to allow the bearer of this ID card to move about freely and to facilitate his/her ability to carry out his/her humanitarian work.

يطلب من السلطات المدنية والعسكرية أن تدع حامل هذه البطاقة يمر ويتنقل بحرية، ومساعدته على إنجاز مهمته الإنسانية والتي تشمل تدخلات طارئة في مجال رعاية ذوي الإعاقة، والصحة النفسية، والتدريب المهني، وتمكين النساء.

נדרש מרשויות אזרחיות וצבאיות לאפשר למחזיק כרטיס זה לעבור ולעבור בחופשיות, ולסייע לו במילוי משימתו ההומניטרית, הכוללת התערבויות חירום בתחומי הטיפול באנשים עם מוגבלות, בריאות הנפש, הכשרה מקצועית ו העצמת נשים.

The East Jerusalem YMCA
General Secretary

Photography

Recommended Portraits with white background with face close-up

Portraits with light background with face close-up

Selfie Photos

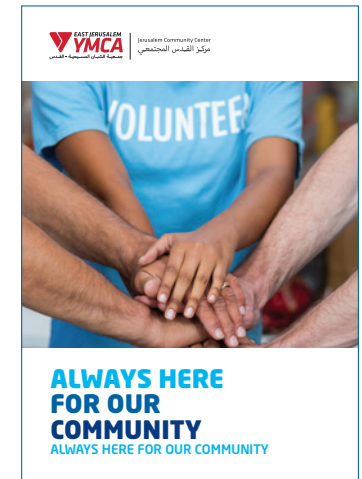Portrait not zoomed on face

High Reaction Photos

Formats and layouts

The recommended document sizes for publications are A4, or 17x23cm.

Depending on the size of the piece of communication, three options are available for grid systems; one, two and three column grids can be used depending on size and format.

Recommended margin for a document is 20mm on all sides. It is acceptable to use from a range of 15-25mm depending on document size.

When typesetting, it is important to keep a good balance of clear space around the text. A good amount of clear space around headlines and body copy not only makes the design visually more appealing, but also makes the piece easier to read. Text can flow in the correct order and allows emphasis to be put on key parts of the communication.

Do not fill white space with additional images or text that aren't required. A page full of images and text can be visually off-putting, making the document harder to read.
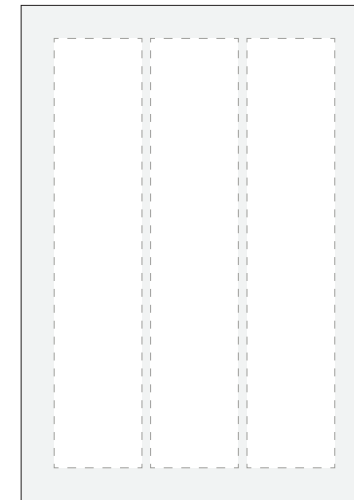
It is recommended not to justify the text in the documents, to give the document more flexibility in the design.
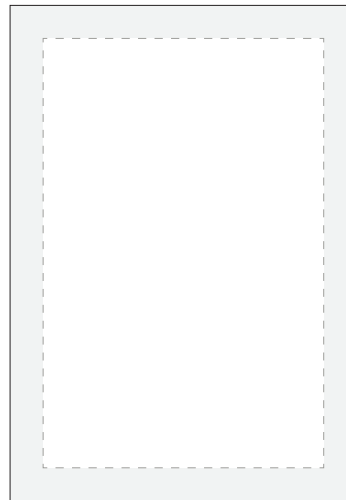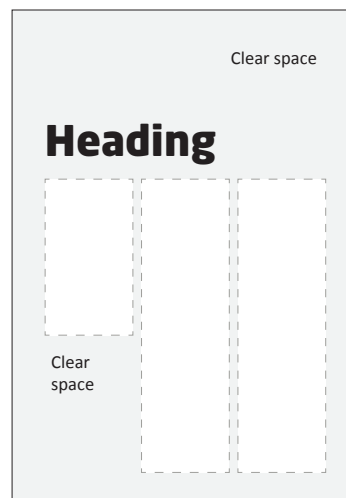
One column grid recommended for small size documents or documents that have a lot of tables.
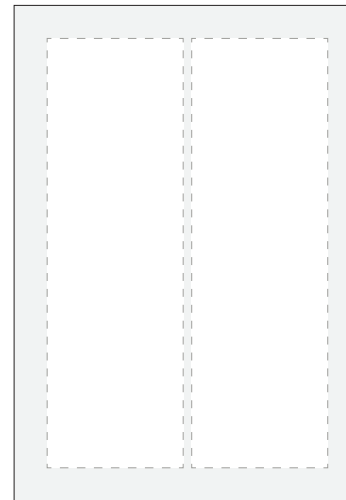
Two column grid can be used for all A4 publications and reports.

Three column grid recommended for A4 newsletters or brochures.

Clear space

Heading

Clear space

◉ Brand in action | Presentations

– A solid background colour is recommended to help make an impact. Keep in mind the contrast between the colour and the text. It is recommended to use a white background for inside slides and keep the coloured backgrounds for chapter slides.

– Place the logo on each slide on the top or bottom left side using the EJ-YMCA brand guid standards.

– Legibility is key, therefore headlines should be short and to the point which will create greater impact.

– Corporate fonts should be used throughout. The smallest size typography that can be used on presentations is 14pt.

Where possible include images to tell your story, drop in full page.

Powerpoint
Presentation

EAST JERUSALEM
YMCA
جمعية الشبان المسيحية - القدس
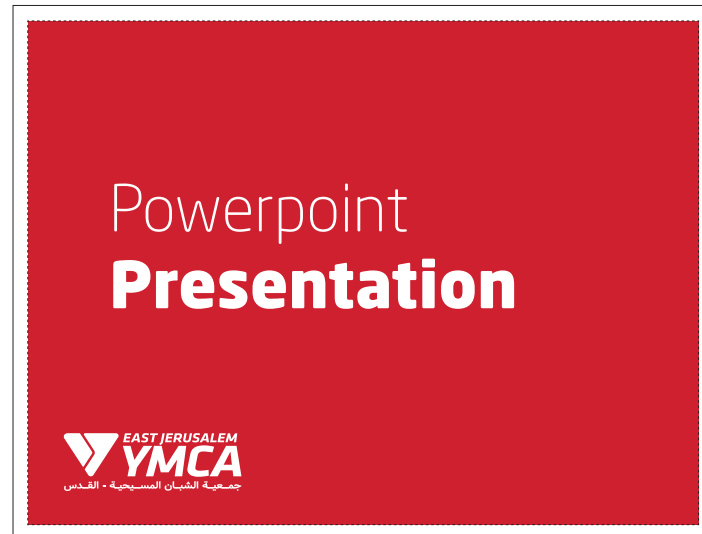
Standard text slide

- For most simple text slides we recommend simple slide with white background.

- This will keep the presentation fresh and simple and easy to print if needed.

- The body text is Calibri.

Try to find a clear space for image description or you can keep more white space from bottom for it.

Use chapter slides to separate the presentation.

– If the banner is for general corporate messaging, then the corporate colour palette should be used.

– A solid background colour is recommended to give stand-out, easy to read banners.

– Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible.

Logo

Place the EJ-YMCA logo on the top or bottom left side surrounded by a minimum area of clear space "Y"

When designing a roll-up always keep 20cm clear space in the bottom.

Co-branding banners

There are two ways in which co-branding can be done with EJ-YMCA banner.

1. Horizontal logos with equal prominence.
The EJ-YMCA logo and the co-brand partner logos should be aligned horizontally on top or bottom of the banner.

Always use the main logo when using the logo with other co-brand partners logos, no exceptions for the sub-identities (Programs and Centres).
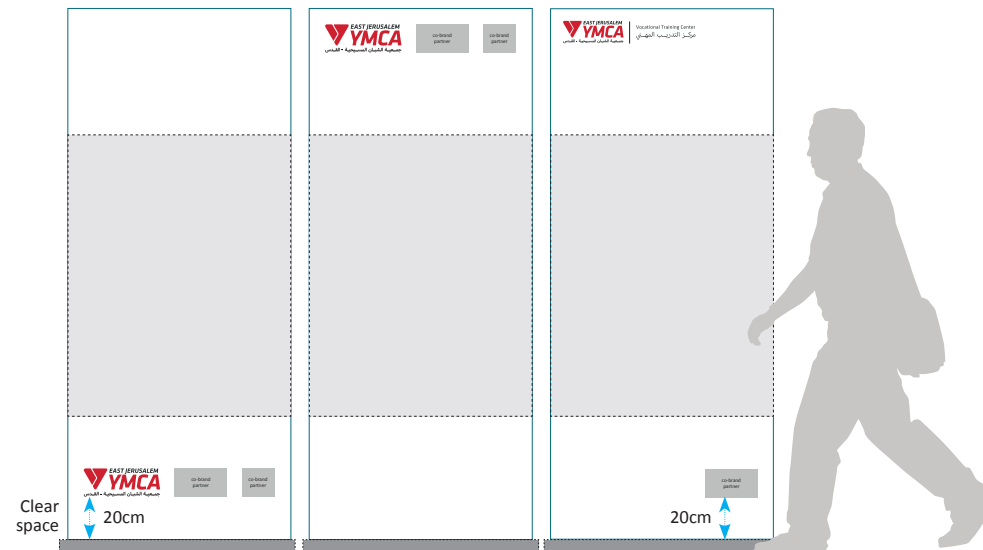
2. EJ-YMCA Takes the lead
You can place the main EJ-YMCA logo to the top and the co-brand partner to the bottom. In some cases if it's for promotional purposes, you can use the sub-identity brand logo and colours.

Banners
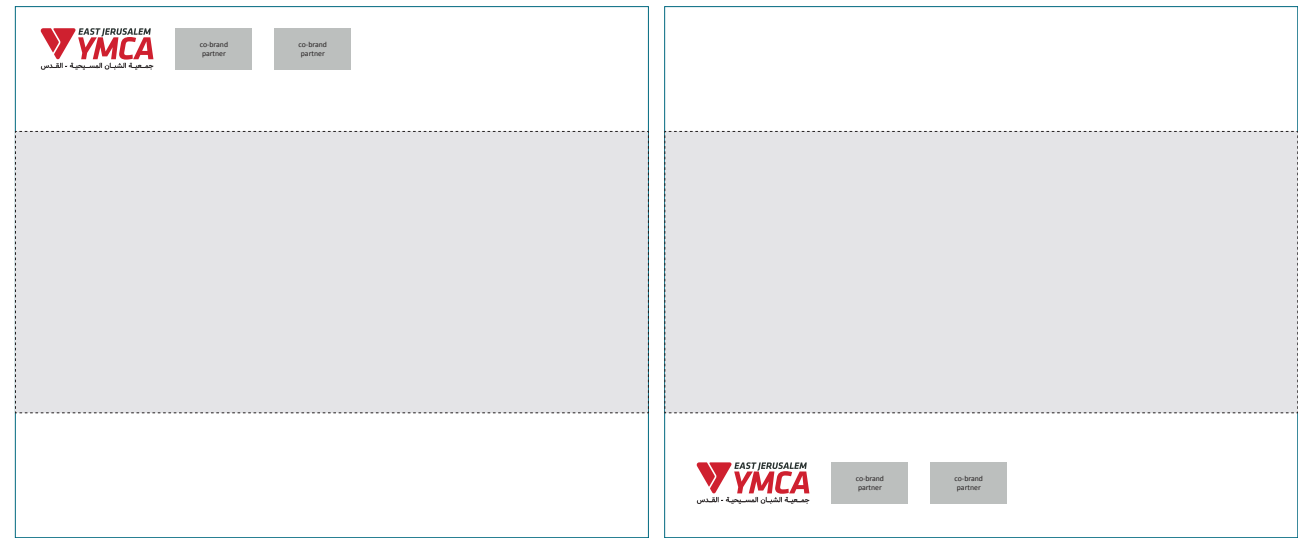
Roll-ups

◉ **Brand in action** | Email Signature

Corporate colours should be used on all email signatures regardless of approved sub-identities.

The layout of the signature, as shown here, should be followed by all staff.

Colour of the body text must be black with white background. Recommended font size is between 12-14pt.

Signature styles

Name: Calibri 14pt bold
Title: Calibri 12pt regular
Address: Calibri 10-12pt regular

Advertisement section

You can use it to advertise a big EJ-YMCA event or a specific campaign.
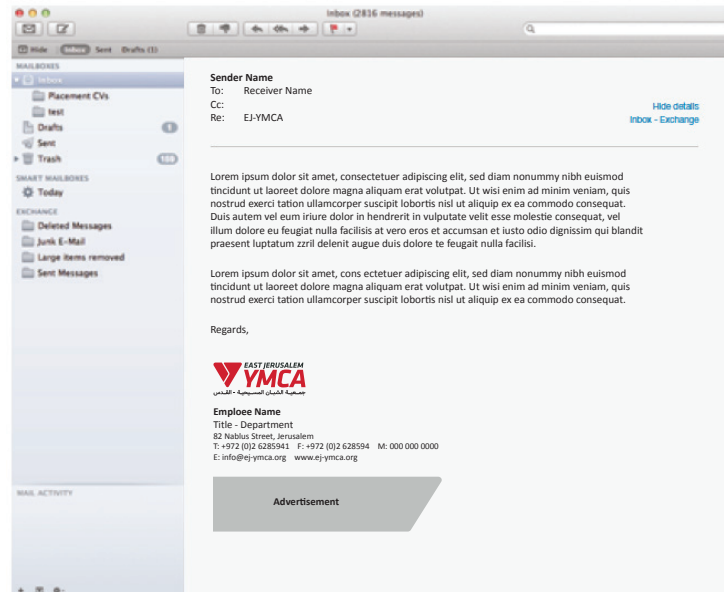
Main Identity

Employee Name
Title - Department
82 Nablus Street, Jerusalem
T: +972 (0)2 6285941   F: +972 (0)2 628594   M: 000 000 0000
E: info@ej-ymca.org   www.ej-ymca.org

Sub-Identity

Vocational Training Center
مركــز التدريـب المهــني

Employee Name
Title - Department
82 Nablus Street, Jerusalem
T: +972 (0)2 6285941   F: +972 (0)2 628594   M: 000 000 0000
E: info@ej-ymca.org   www.ej-ymca.org

Cover and Profile images

The Cover Page is recommended to be an active image or engaging image. Focus on the main work of the Program or Center. Avoid using buildings or poor content images

Use the Triangle symbol only as a profile picture with the program or center colour in the background as shown in the list for all social_media channels.

EJ-YMCA

Women Development Program

Rehabilitation Program

Vocational Training Center

Career Advancement Center

Jerusalem Community Center

Beit Sahour Community Center

Ramallah Community Center

Youth Department

Shepherds Field Guest-house

Posts

Place logo on top or bottom of the post on the left side only as shown in the samples. Never place the logo in the center or right side.

Program Logo size is 2/3 of the width of the image not including margins.

Recommended to keep the picture with minimal words and add the details in the body of the post, including contacts and links.

◎ **Brand in action** | Clothing

EJ-YMCA t-shirts or uniforms should not carry any sponsorship or event branding. They can carry the main Brand Identity.

Two colour logos will be used only on white uniforms. For coloured uniforms, use white version on the dark colours and black version on the light colours.

A Front large centred lock-up, used when no other graphic elements are required. Logo width: ±260mm

B Front small left side lock-up, used when no other graphic elements are required. Logo width: ±90mm

The Triangle element can be placed on the left arm when no other co-branding is added to the t-shirt.

Event branding

For T-shirts created for specific events, the event branding may be included.

C EJ-YMCA main identity or vertical sub-identity version logo can be used on the front left side, while the event graphic can be used on the front center as shown in the template. Logo width: ±90mm

◎ **Brand in action** | Promotional items