



Young
Audiences
Arts for
Learning

Organizational Identity

The Young Audiences logo combines the unique image of the YA sun with the traditional SchoolBook lettering of the name Young Audiences and the phrase "Arts For Learning". The logo is intended to make a connection between "who" we are (Young Audiences) and "what" we do (Arts for Learning). The phrase "arts for learning" is not a focused reference to the Arts for Learning web site; rather it is meant to suggest its generic meaning, thereby connecting "Arts" and "Learning" in the mind of the public, both as an imperative declaration-Arts For Learning!—and also as a statement about the value of Young Audiences' programs as a way of learning in and through the arts.

These multiple, nuanced meanings suggest a strong statement of advocacy as well as a functional definition of the use of the arts in educational settings.

To understand the function and value of organizational identity, it is important to recognize that every company has a specific public identity—an appearance which is the sum total of all impressions made in print, promotional material, online, operational and marketing brochures, stationery, business forms, signs and other visual displays. Each of these elements of communication contributes to the overall impression people have of the organization.

When an organization's identification program is a coordinated one, with each element integrated with all others, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps each operation to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the Young Audiences identity program, to define its graphic design standards, and to illustrate how these standards are applied. The guidelines are detailed working tools intended to assist all who are involved in the implementation and control of the new identity. Many of the standards depend on relative size, proportion, and position and have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for all Young Audiences' affiliates.

Typography

One of the key factors of the identity is the use of the type that accompanies the logotype. Using a consistent family of typefaces that is linked by design to the logotype, reinforces the brand.

New Century Schoolbook is introduced as the primary typeface for the Young Audiences Arts for Learning logo and for all chapter names as well as taglines. This typeface should be used for all custom information on printed applications such as business cards, letterheads, etc.

New Century Schoolbook is also available in other weights, as well as italics, which may be useful for certain communications. This typeface family is flexible enough to be used for both text and display.

Details on type sizes and usage standards are specified for each application in the pages to follow.

New Century Schoolbook

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
1234567890

New Century Schoolbook Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
1234567890

New Century Schoolbook Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPS
TUVWXYZ
1234567890

The Logo

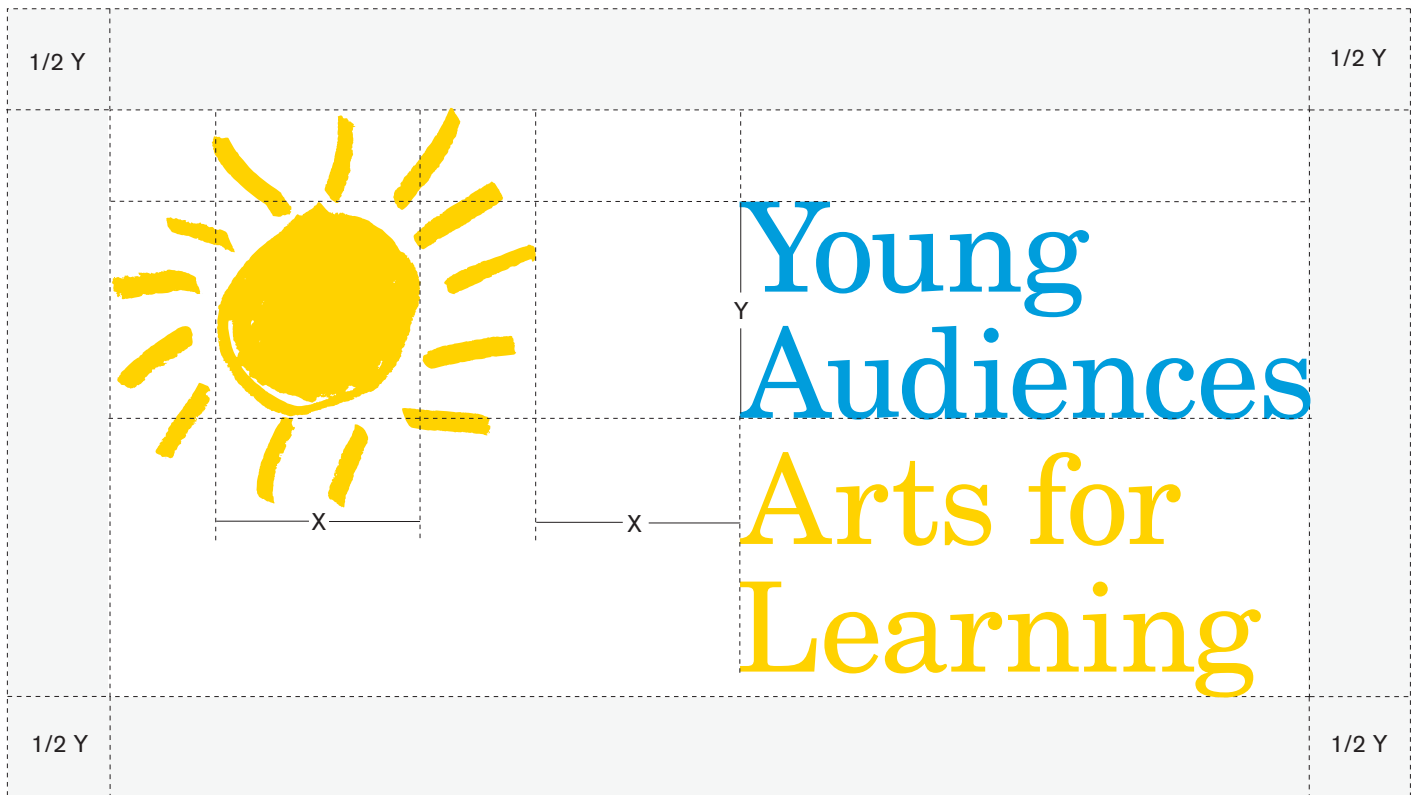
The Young Audiences Arts for Learning identity consists of two parts: (1) The Symbol and (2) The Logotype.

The simplicity of the logo elements allow for the reproduction of the logo in extremely small sizes and in a wide range of reproduction techniques. The guidelines for both elements are illustrated on the following pages.

A lockup of the two elements has been designed and is shown below with specifications on the relationship

between the symbol and logotype. Lockups for chapter and affiliates are illustrated on page 10.

Clear space around the Young Audiences Logo ensures that it has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, 1/2 the height of Young Audiences has been chosen as the standard unit of measurement for calculating the logo clear space.



Logo with clear space

Color Specification

Please refer to the specifications below when reproducing the identity elements in color. If the logo is part of a full color process reproduction, the colors should be created with CMYK screen tints. These percent-ages are approximate, depending on ink, paper, and printing equipment.

In all reproductions the sun symbol, as well as Arts for Learning should be represented in the same color.

On contrasting colored backgrounds part of the logotype and the sun symbol can reverse out to white, however, the guiding principles of legibility, contrast and clarity must be applied in all cases. For use on full color images the background color shows through the sun symbol as shown.

The sun symbol must never be printed in black.

Full Color Reproduction	PMS Match Color	4/Color Process	RGB	Hexidecimal
Sun Symbol and Arts for Learning	116 (Yellow)	10 M, 100 Y	100 R, 75 G, 0 B	FFCC00
Young Audiences	299 (Blue)	67 C, 26 M	0 R, 155 G, 222 B	009bde



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National Headquarters Stationery

The letterhead or business card is often the first and sometimes the only direct contact between our organization and donors. Stationery items are perhaps the most frequently used means of communication in and outside the organization. It is therefore important that each piece of correspondence makes the best possible impression.

The basic stationery items shown in these guidelines were carefully developed into a system, unifying the appearance of all Young Audiences Arts for Learning organization stationery and business papers.

In the stationery as well as other applications the sun symbol moves around from piece to piece. This gives the identity a playfulness and flexibility which is important to the overall feel of the organization.

Business cards: Sun center is equal to 3 lines of the logotype.

Letterhead: Sun center height is equal to 4 lines of the logotype.

Envelopes: Sun center height is equal to 3 lines of the logotype.

Type for address and phone numbers:
New Century Schoolbook, 8/9 pt.

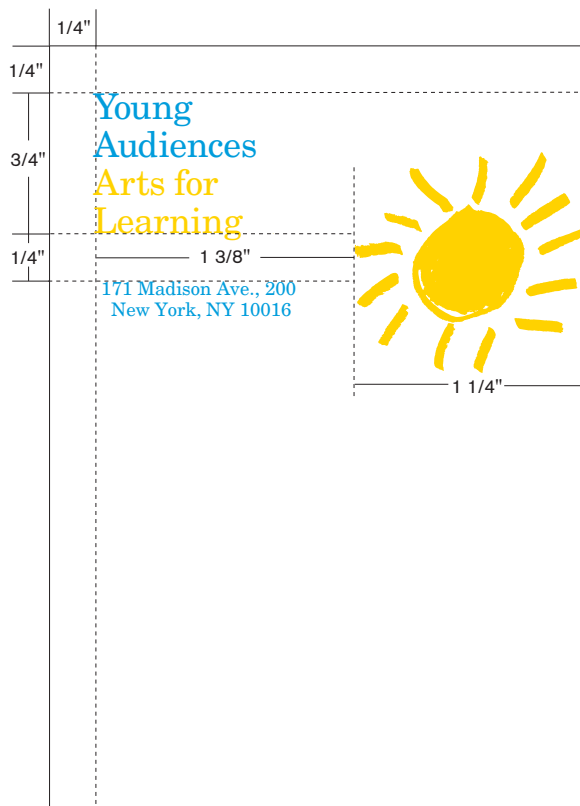
Type for listing of Board Members
New Century Schoolbook Regular and Italic, 6.5pt.

Color:
Young Audiences (logo): PMS 299 U
Sun Symbol: PMS 116 U
Address and Name: PMS 299 U
Arts for Learning (logo): PMS 116 U

Listing of Board Members: PMS 299

Paper Stock:
24# Champion Benefit Writing,
white, vellum, (100% recycled)

Standard Sizes:
Letterhead 8 1/2" x 11"
Business Cards 3 1/2" x 2"
Envelope #10



3/8"

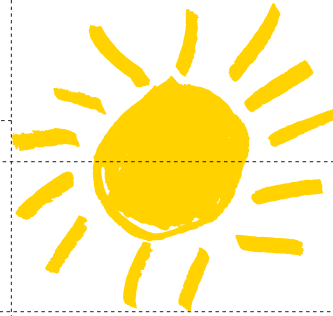
1"

1/4"

3/8"

1 3/4"

Young
Audiences
Arts for
Learning



Center line

6/8"

Founders
Mrs. T. Roland Berner
Mrs. Edgar M. Leventritt
Mrs. Lionello Perera
Rudolf Serkin

National Board of Directors
Chairman
Brooks Thomas

President
John W. Creamer

Chairman Emeritus
J. McLain Stewart

Vice Presidents
Thomas R. Berner
Mrs. Michel P. Fribourg
Mrs. Maurice R. Greenberg
Lady Maughan
Mrs. Larry Robinson
Mrs. James P. Warburg

Treasurer
Nathan W. Pearson, Jr.

Secretary
Mrs. John W. Straus

Directors
M. Bernard Aidinoff
Mrs. Kenneth G. Beltz
Kevin J. Bradicich
Janet Langhart Cohen
Mrs. Charles N. Cooper
Mrs. Robert M. Frehse, Jr.
James H. Gellert
Mrs. Peter M. Grounds
Dr. Willie L. Hill, Jr.
Mrs. Joseph G. Hodges, Jr.
David Houser
Mrs. Marjorie Hyman
Mrs. William R. Kimball
Peter S. Kraus
Yo-Yo Ma
Wynton Marsalis
Dr. Kathryn A. Martin
Doris P. Meister
Mrs. Eugene Mercy, Jr.
Frederick J. Morsches
Mrs. Irving Moskovitz
Mary P. Nass
Mrs. Charles I. Petschek
Meridel J. Prideaux
L. Jan Robertson
John S. Rose
Peter E. Sargent
Martin E. Segal
Beverly Sills
Elizabeth W. Smith
Mrs. Morton I. Sosland
Richard Stoltzman
Martin J. Sullivan
Diane K. R. Volk
Mrs. John L. Weinberg
Nola L. Whiteman
Mrs. James D. Wolfensohn

Board Members Emeritus
Mrs. Howard L. Clark
Mrs. Sampson R. Field
Mrs. Walter L. Wolf

National Executive Director
Richard Bell

Date

Addressee's Name
Company or Office
Address
City, State Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is top-aligned with the bottom of the sun's rays and 1.75 inches from the left edge, setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.25 inches.

A double space separates the body of the letter from the complimentary close with five spaces to the name of the sender and the title.

When possible, use a sans serif typeface such as Arial 12 pt. type for all correspondence.

Complimentary close,

Name of sender
Title

AB/cd
Enclosure

cc: Receiver's name

115 East 92nd Street
New York, NY, 10128
Tel: 212.831.8110
Fax: 212.289.1202
www.ynungaudiences.org

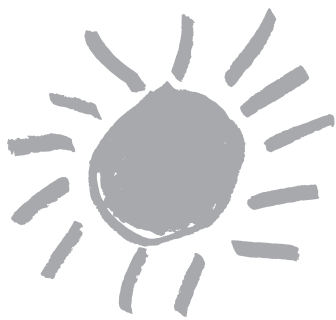
1/2"

Black and White Grayscale Usage

The preferred logo treatment is full color but in circumstances where using color is not an option, such as in newspaper advertisements or certain black and white only printing jobs the grayscale version of the logo is acceptable.

In the case of a fax form where a grayscale logo will not transmit, do not use the sun symbol as part of the layout; an example is shown at the right.

The same rules apply for all chapters and affiliated programs.

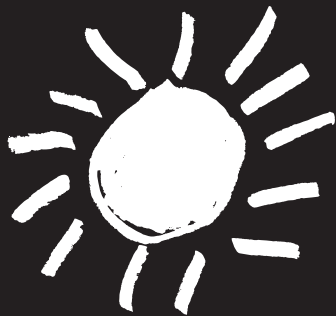


40% black

Young
Audiences
Arts for
Learning



85% black



Young
Audiences
Arts for
Learning



40% black

1/2"
Young
Audiences
Arts for
Learning

Fax

1/4"

1 1/2"

3/8"

1"

1 3/4"

To Fax

From Fax

Date Pages Including Cover

Message

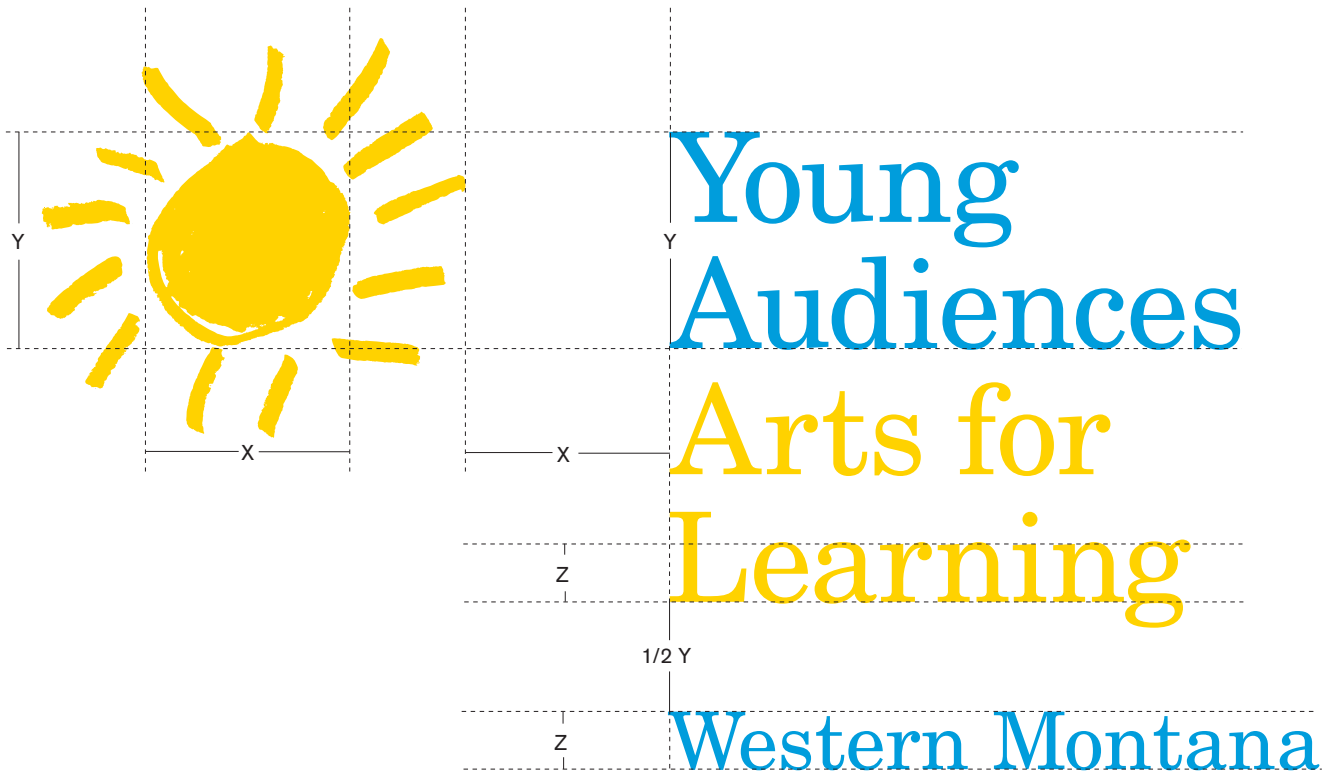
115 East 92nd Street
New York, NY, 10128
Tel: 212.831.8110
Fax: 212.289.1202
www.youngaudiences.org

1/2"

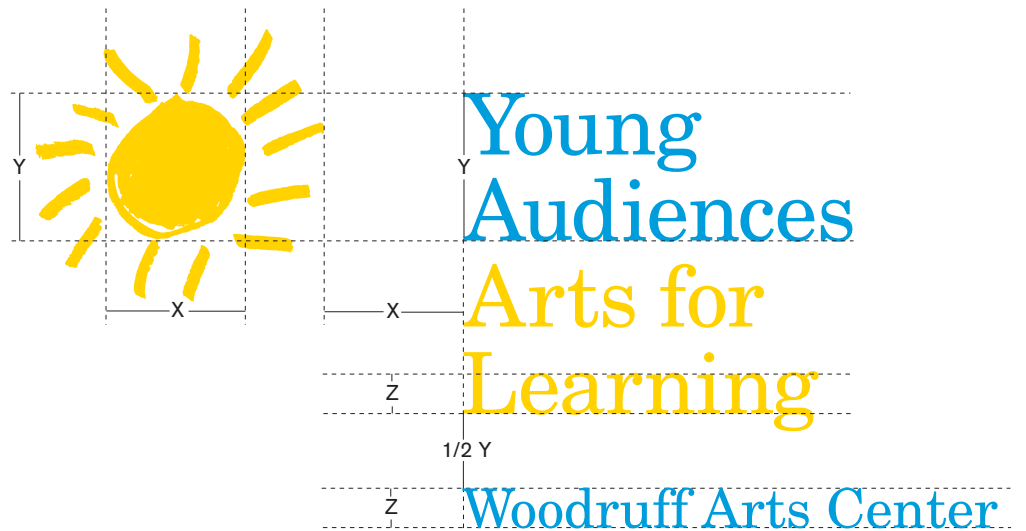
Affiliate Logos

Young Audiences Arts for Learning is an organization that is continually growing. In order to project a cohesive look for all affiliate programs it is important to follow these specified guidelines in producing the affiliate logos.

There are certain exceptions to the rules that have been addressed such as affiliates that have a name other than Young Audiences. The flexible nature of the identity system allows certain programs to use the elements of the logo in a unique way that ties them to Young Audiences Arts for Learning while keeping their name in the primary position.



Affiliate Logo



Affiliated Organization Logo



Affiliated Organization Logo



Affiliate Stationery

The layout of the basic stationery items for affiliates are illustrated below. The letterhead on the right shows the margin and alignment for a letterhead which does not use a board member listing, if a board member listing is used please refer to the the layout on page 7.

In some cases affiliates may have a tagline or quote that they would like to use on the envelopes. If required, the text should be New Century Schoolbook Italic, 8/9 pt in PMS 299 and placed 1/8" from the bottom edge and left aligned with the address above.

If the affiliate needs to have the legal name, for example, "Young Audiences of Western Montana Inc." on the letterhead please add it to the address block.

Symbol to logotype ratios:

Business cards: Sun center is equal to 3 lines of the logotype.

Letterhead: Sun center height is equal to 4 lines of the logotype.

Envelopes: Sun center height is equal to 2 lines of the logotype.

Type for address and phone numbers:
New Century Schoolbook, 8/9 pt.

Color:

Young Audiences (logo): PMS 299 U

All type: PMS 299 U

Arts for Learning (logo): PMS 116 U

Sun Symbol: PMS 116 U

Paper Stock:

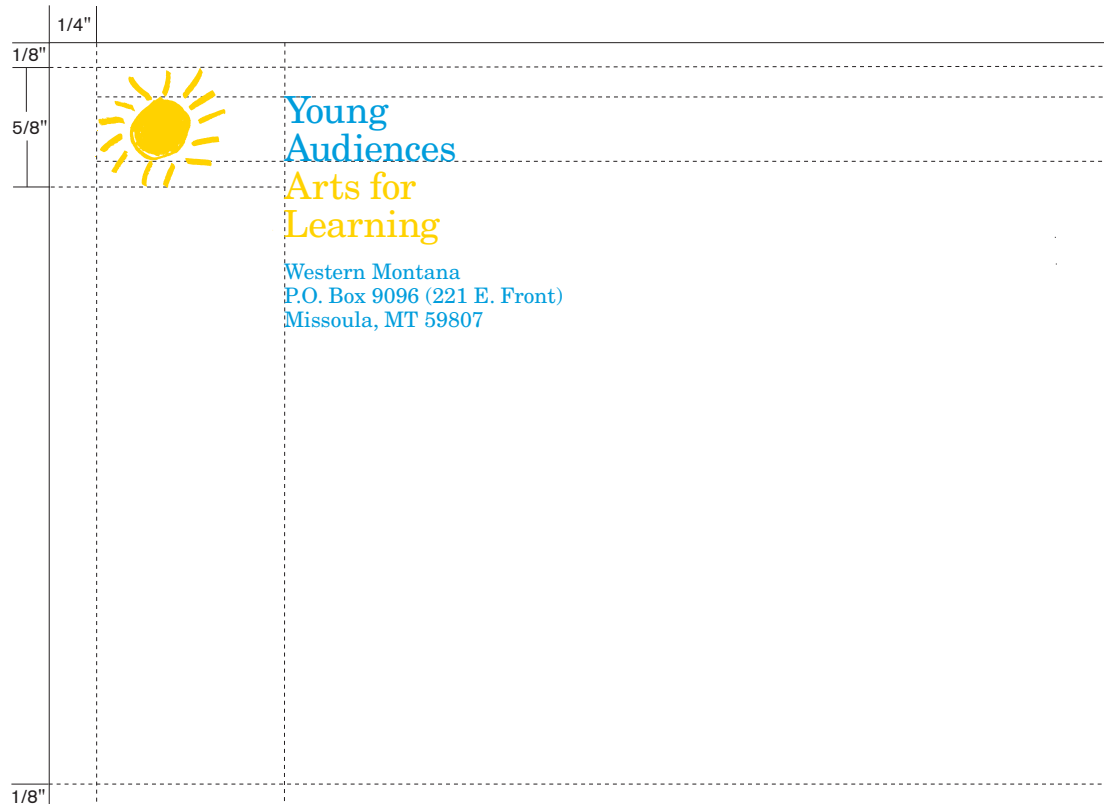
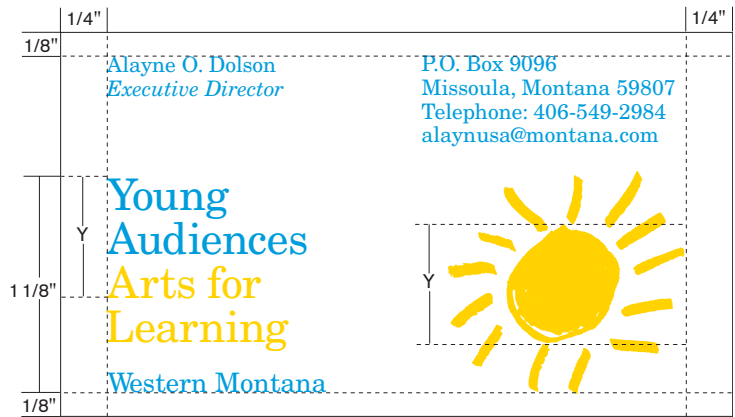
24# Champion Benefit Writing,
white, vellum, (100% recycled)

Standard Sizes:

Letterhead 8 1/2" x 11"

Business Cards 3 1/2" x 2"

Envelope #10



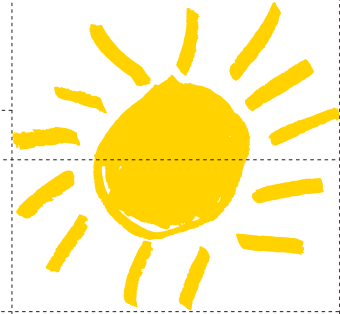
3/8"

6/8"

Young
Audiences
Arts for
Learning

Western Montana

Center line



1"

Date

1 1/2"

Addressee's Name
Company or Office
Address
City, State Zip

2"

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is top-aligned with the bottom of the sun's rays and 1.5 inches from the left edge, setting the margin for the entire letter. The addressee's name is positioned flush left, one space below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.25 inches.

A double space separates the body of the letter from the complimentary close with five spaces to the name of the sender and the title.

When possible, use a sans serif typeface such as Arial 12 pt. type for all correspondence.

Complimentary close,

Name of sender
Title

AB/cd
Enclosure

cc: Receiver's name

P.O. Box 9096 (221 E. Front)
Missoula, MT 59807
Telephone: (406)721-3194

3/8"

National and Affiliate Web Guidelines



It is important to keep the design of each web site clean and simple. The consistent use of the band at the top will project a united front and strengthen Young Audiences Arts for Learning, as a whole.

For use on the web site the logo should be used as presented to the left.

For each of the affiliates, the web site should be designed to follow the design below where the YA logo lock up is prominently displayed on the header of each page or at the top of the page in the main content area.



Dont's

Consistent use of the logo within the organization as well as from affiliate to affiliate gives the identity a strong and cohesive presence. Here are some examples of what should not be done to the logo and lockups.

Never use the sun symbol in black, if color printing is not available, please leave the symbol off unless it can be knocked out to white. For reproduction in grayscale please refer to page 8.



Do not use the sun symbol in black



Do not use multiple colors in the symbol



Do not outline the symbol



Do not use the logotype too close to the symbol



Do not create a new lockup



Do not blur the logo or use a low quality version of the logo



Do not add Inc. to the logotype



Do not use alternative colors



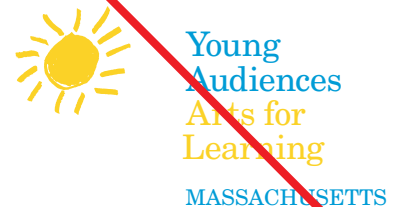
Do not use alternative typefaces for the logotype



Do not put the logo in a shape



Do not change the scale of the logo to the chapter name



Do not set the chapter name in all caps.

Addendum to Young Audiences Graphic Standards

In the best cases, to communicate and benefit Young Audiences Arts for Learning and the affiliates the most, the affiliates should follow these basic identity guidelines to help both visual and contextual recognition with the program.

The affiliate names have been set in New Century Schoolbook Roman and the tag line in New Century Schoolbook Italic. Shown are taglines in two-line and three-line versions, flush left or centered.

The flexible nature of the identity system allows affiliates to keep their own name prominently featured, while directly tying them to Young Audiences.

All questions concerning the use of this identity including permission requests from outside organizations to reproduce the logos should be referred to:

Marcus Romero
Director of Communications & New Media
marcus@ya.org

Lockup with three-line tagline



X

X

X

Y

Y

Y

X

X

X

Y

X

Arts
Partners

*affiliated with the
national Young Audiences
Arts for Learning
network*

Affiliates Color Specification

The basic Young Audiences colors, yellow and blue, should be used for affiliates logos. A black-and-white version is also shown for situations where color is not available (fax, newspaper advertisement). The sun symbol must never be used in black.

On contrasting colored backgrounds part of the logotype and the sun symbol can reverse out to white, however the guiding principles of legibility, contrast and clarity must be applied in all cases. For use on full color images the background color shows through the sun symbol as shown.



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Springboard

*affiliated with the national Young Audiences
Arts for Learning network*



Affiliate Identification

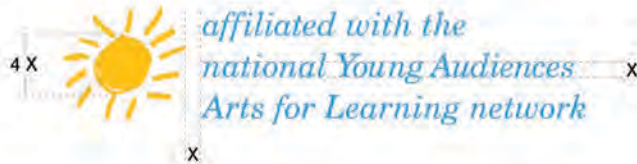
When an affiliate organization already has its own strong or established visual identity that it wishes to maintain, the following alternative lockups may be added on to stationery and other printed material and online communications.

The language in long or short copy is suggested in either basically horizontal or vertical formats. Shown are taglines in one-line, three-line, and five-line versions for the long copy and one-line, two-line, and four-line versions for the short copy.

Lockup with five-line tagline



Lockup with three-line tagline



Lockup with one-line tagline



Alternate Affiliate
Identification (pending
approval of national YA)

Lockup with four-line tagline



Lockup with two-line tagline



Lockup with one-line tagline



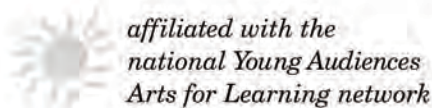
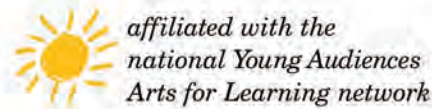
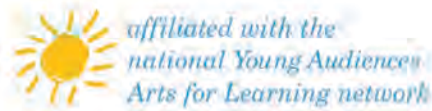
Smallest size



Affiliate Identification Color Specification

If the sun symbol appears on a white background, it must be yellow with blue or black type, or, if color is not available, light gray with black type.

To appropriately coordinate with the visual identities of some affiliates, the sun symbol and the tagline may be dropped out in white from a colored background or a photo.





*affiliated with the
national Young Audiences
Arts for Learning network*



*affiliated with the
national Young Audiences
Arts for Learning network*



*affiliated with the
national Young Audiences
Arts for Learning network*



*affiliated with the
national Young Audiences
Arts for Learning network*



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Arts for Learning network*



*affiliated with the
national Young Audiences
Arts for Learning network*



Young
Audiences
Arts for
Learning

All questions concerning the use of this identity including permission requests from outside organizations to reproduce the logos should be referred to:

Young Audiences Arts for Learning
171 Madison Avenue, Suite 200
New York, NY 10016-5110.
Tel: 212.831.8110
Fax: 212.289.1202
info@ya.org