



# Graphics Standards Manual

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# Introduction

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This manual contains guidelines for proper usage of YouthBuild logos. All YouthBuild USA Affiliated Network members have the privilege of using YouthBuild logos. All YouthBuild USA staff must use the YouthBuild USA logo for printed materials and promotional items.

## Why use logos?

A logo is a name, symbol, or trademark designed for easy and definite recognition. Proper and consistent use of YouthBuild logos help provide credibility to the network and raise awareness with volunteers, donors, young people, legislators, and the general public.

Members of the YouthBuild USA Affiliated Network are strongly encouraged to incorporate YouthBuild logos into their own graphic materials because it helps establish each affiliated site as part of a nationwide movement, which in turn assists the movement in advocating for YouthBuild on a national level.

## Who may use YouthBuild logos?

Only members of the YouthBuild USA Affiliated Network have permission to use YouthBuild logos. If your program is not a member of the network and is interested in becoming a member, contact Anne Wright at [awright@YouthBuild.org](mailto:awright@YouthBuild.org) or (617) 741-1202.

## Where can I use YouthBuild logos?

YouthBuild logos can be used on apparel, printed materials (brochures, annual reports, stationary, business cards, forms, banners, mugs, pens), Web sites, and public relations materials. Logos must be used in accordance with the guidelines in this manual.

## How can I obtain YouthBuild logos?

YouthBuild logos can be downloaded from the marketing and fundraising section of the YouthBuild USA extranet at [www.YouthBuild.org](http://www.YouthBuild.org).

If you need assistance, please contact the YouthBuild USA communications department at [communications@YouthBuild.org](mailto:communications@YouthBuild.org).

# The YouthBuild USA Affiliated Network

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The YouthBuild USA Affiliated Network is made up of local YouthBuild programs that share a commitment to the YouthBuild model and agree to be held accountable for high quality results. These results are achieved through adherence to national program and performance standards. Members are committed to building a movement to bring opportunities to more youth.

To become an affiliate, a program must submit an application that is reviewed by YouthBuild USA staff. After the staff review is complete, the application is forwarded to the Affiliated Network Membership Committee, which consists of YouthBuild staff, directors, and young people. If the committee approves the application, the program signs a licensing agreement.

Applicants are accepted as either *provisional* members or *full* members (programs that have completed one or more cycles and have reached a satisfactory level of student outcomes). Full members, after attending an orientation session, can apply for accreditation. If they pass this voluntary process, they become *accredited* members, the highest level of affiliated membership. Provisional members, full members, and accredited members are all entitled to designate their programs as YouthBuild programs and to use YouthBuild logos on their materials.

For more information about membership in the YouthBuild USA Affiliated Network, contact Anne Wright at [awright@YouthBuild.org](mailto:awright@YouthBuild.org) or (617) 741-1202.

# Use of the YouthBuild® name

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The YouthBuild name (also spelled Youthbuild and YOUTHBUILD) is a registered service mark owned by YouthBuild USA.

Programs may use YouthBuild, Youthbuild, YOUTHBUILD, or any derivative (e.g., Youthbuilding, Youthbuilders) only if they are licensed by YouthBuild USA or *currently* funded by the U.S. Department of Housing and Urban Development (HUD) or the U.S. Department of Labor (DOL) under the federal Youthbuild/YouthBuild authorization.

Programs currently funded by HUD may use the YouthBuild/Youthbuild/YOUTHBUILD name for as long as they are funded. Subsequently they may use the name only if the program has completed a licensing agreement with YouthBuild USA as a member of the Affiliated Network.

Programs funded by DOL in 2007 or later may use the YouthBuild/Youthbuild/YOUTHBUILD name with or without being a member of the Affiliated Network *only for the length of their DOL contract*, after which time the use of the name is dependent on having completed a licensing agreement with YouthBuild USA as a member of the Affiliated Network.

YouthBuild USA is obligated by law to stop groups who use the YouthBuild/Youthbuild/YOUTHBUILD name without either written permission from YouthBuild USA or HUD or DOL funding under the Youthbuild/YouthBuild authorization. Note that while

HUD-funded or DOL-funded Youthbuild/YouthBuild programs may use the Youthbuild/YouthBuild name for as long as they are funded by HUD or DOL, only members of the YouthBuild USA Affiliated Network may use the YouthBuild logo (see page 3).

## YouthBuild Coalitions and Incorporations

The establishment of a local YouthBuild Coalition, whether as an unincorporated association or a 501(c)(3), also requires the explicit written authorization of YouthBuild USA.

Naming a local YouthBuild program using the word “Coalition” is not permitted because of the potential confusion with state coalitions forming nationwide.

No organization may incorporate as YouthBuild/Youthbuild/YOUTHBUILD in any state, as this violates the YouthBuild service mark. YouthBuild programs that are not sponsored by an existing organization with its own name must incorporate under another name and then they may “do business as” “YouthBuild X (location).”

There is just one organization—YouthBuild Boston, Inc.—for which this rule does not apply, as it was grandfathered in from a period before YouthBuild USA and the YouthBuild USA Affiliated Network licensed the use of the name.

## “YouthBuild” or “Youthbuild”?

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In the original federal statute authorizing YouthBuild programs, “YouthBuild” was accidentally written with a lowercase “b”. Therefore, HUD and the federal government used a small B when referring to the federal Youthbuild program. This was not a deliberate decision on anyone’s part to distinguish between affiliates and non-affiliates.

YouthBuild USA and the YouthBuild Coalition continue to spell YouthBuild with a capital B in all materials, with the exception of those that were produced under contract with HUD under the original statute. There are two other exceptions: when referring to the actual title of the legislation (“Subtitle D—“Hope for Youth: Youthbuild”), which is always put in quotation marks, or when specifically referring to the HUD Youthbuild program.

In publications funded by HUD under the original statute, “Youthbuild” is always used with the following exceptions:

- When referring to YouthBuild USA.
- When referring to local sites that have “YouthBuild” as part of their proper names, such as YouthBuild Boston, YouthBuild Philadelphia, and YouthBuild Albuquerque.

After the YouthBuild Transfer Act was passed in Congress, DOL became the sponsor of the federal YouthBuild program. The “big B” spelling was restored. So, unless you are referring to HUD-funded grants, the “big B” spelling should always be used. No status or affiliation information is implied by using either “YouthBuild” or “Youthbuild.”

# YouthBuild logos

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## YouthBuild logo



Only members of the YouthBuild USA Affiliated Network may use the YouthBuild logo. **The young person on the ladder is never used separately from the word “YouthBuild.”**

The proportion, spacing, and size relationships must always remain intact. The logo should always be used as shown—never split, altered, redrawn, flipped, added to, animated, or recreated in any way. Never run the logo sideways, upside down, or diagonally.

The YouthBuild logo is a registered service mark. Creating any variation is unacceptable from both legal and identity standpoints.

The logo should never be combined with your program logo to form one graphic. However, it is acceptable, if you are an Affiliated Network member, to use the YouthBuild Logo with the name of your program location, as your own program logo.

Here are a few ways this logo may be used:

- On the bottom of your letterhead
- Somewhere on all publications about YouthBuild
- On the corner of your business cards
- On the lower right corner of envelopes
- On your Web site

It is strongly encouraged that you use the YouthBuild logo on all your YouthBuild promotional items, such as mugs, banners, t-shirts, and Web site.

## YouthBuild USA logo



This is YouthBuild USA's logo. It is used only by YouthBuild USA.

## YouthBuild USA Affiliated Network logo



This logo identifies a program as a YouthBuild USA Affiliated Network member. Use of this logo is strongly encouraged for affiliates.

## YouthBuild Coalition logo



This is the “bricklayer” logo. Only the YouthBuild Coalition or approved state coalitions may use it.

## AmeriCorps logo



The AmeriCorps logo should be used as specified by AmeriCorps for AmeriCorps sites only. Downloadable AmeriCorps logos and guidelines for using the logos can be found at <http://www.nationalservice.org/logos>.

# YouthBuild logo standards

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## Font

The font used in the YouthBuild logo is Hobo Regular. Hobo can be purchased from [www.myfonts.com](http://www.myfonts.com) or can be downloaded free from [www.abstractfonts.com](http://www.abstractfonts.com). It is not necessary to use this font in your materials. **Do not attempt to re-create the YouthBuild logo using this font.**

## Approved colors

YouthBuild USA has standards for reproducing logos so they will always look consistent, no matter where they appear. The official color of YouthBuild logos can be printed in the following inks or 4-color combinations:

for uncoated (non-glossy) papers

- PMS\* Reflex Blue U (for spot color)
- 100 C 70 M 0 Y 0 K (for 4-color printing, also available as PMS DS 196-1 U)

for coated (glossy) papers

- PMS Reflex Blue C (for spot color)
- 100 C 70 M 0 Y 0 K (for 4-color printing, also available as PMS DS 196-1 C)

If you are unable to use the PMS color, using dark blue is acceptable.

The complementary color (teal) for the logo is:

for uncoated (non-glossy) papers

- PMS 320 U (for spot color)
- 100 C 0 M 35 Y 10 K (for 4-color printing, also available as PMS DS 247-1 U)

for coated (glossy) papers

- PMS 320 C (for spot color)
- 100 C 0 M 35 Y 10 K (for 4-color printing, also available as PMS DS 196-1 C)

If you are unable to use the PMS color, using teal is acceptable.

The logos can be reproduced in solid white, solid black, gray, or halftones of black. If your organization's color is a color different from white, black, or gray, you may reproduce the logo in that color.

\* PMS stands for Pantone Matching System, a color standard used by designers and printers. To learn more about Pantone, go to [www.pantone.com](http://www.pantone.com).

## Contrast

When working with the logos, keep in mind that proper contrast will make the logos easier to read. It is best to place the colored logos on white or moderately light backgrounds only. Avoid using the color logo on a busy or patterned background or on top of a busy photograph.

When you are working with a dark background, use a white version of the logo.

## Special effects and variations

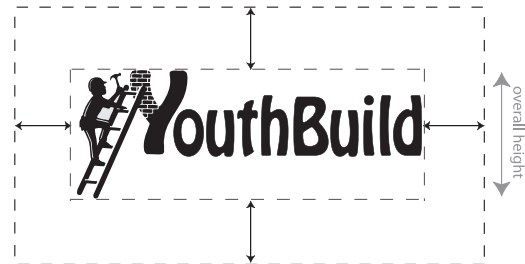
**Special effects and variations to the YouthBuild logos are NOT allowed.**

When using any of the logos in pieces that will be printed:

- Do not use shading or a drop shadow behind the logos.
- Do not place the logos in a shape (circle, starburst, rectangle, etc.).
- Do not combine the logos with clip art.

## White space

The logos look best when they have some white space around them. As a general guide, white space around the logo should be about as wide or as high as half of the height of the entire logo. For example, if the logo is one inch high, there should be one-half inch of space around the logos.



## Proportion

Whether large or small, the logos' height/width ratio should stay the same. **The logos should never be stretched or squeezed.**



# How to obtain and use YouthBuild logos

## Obtaining logos

YouthBuild logos can be downloaded from the marketing and fundraising resources section of the YouthBuild USA extranet at [www.YouthBuild.org](http://www.YouthBuild.org). If you need assistance, contact YouthBuild USA's communications department at [communications@YouthBuild.org](mailto:communications@YouthBuild.org).

The logos are available in three formats:

**EPS:** Use for commercial printing, and printing to a PostScript-compatible printer

**JPEG:** Use for screen display, especially for the Web (can sometimes be used in printing if image is not resized)

**TIFF:** Use for commercial printing and laser printing

## Placing a logo into a Microsoft Word document

Decide which version of the logo you want to use and download the appropriate logo onto your hard drive.

- Open your Word document. Place your cursor at the point where you want the logo to appear.
- On the Tool Bar menu, click on INSERT.
- Click on PICTURE.
- Click on FROM FILE.
- Scroll to the file that contains the logo that you downloaded from the YouthBuild Web site, and double click on it.

# Using YouthBuild logos on your Web site

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We encourage the use of the YouthBuild logo on your Web site. Generally, the graphic standards for the use of the logos outlined in this guide also apply to Web sites, but there are some special considerations when using the logos as Web links.

## Linking

We encourage you to link your Web site to the YouthBuild USA Web site, [www.YouthBuild.org](http://www.YouthBuild.org). You can use the YouthBuild logos as link buttons, or you can use a text link. Go to the marketing and fundraising resources section of the YouthBuild USA extranet for more details.

# Describing YouthBuild

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To increase consistency, consider using the following language when describing YouthBuild.

**In YouthBuild programs, unemployed and undereducated young people ages 16-24 work toward their GED or high school diploma while learning construction skills by building affordable housing for homeless and low-income people. Strong emphasis is placed on leadership development, community service, and the creation of a positive mini-community of adults and youth committed to success. Since 1994, more than 60,000 young people have helped rebuild their communities, transform their lives, and create more than 15,000 units of affordable housing. There are more than 245 YouthBuild programs in 44 states, Washington D.C., Puerto Rico, and the Virgin Islands.**

## YouthBuild tagline

The YouthBuild tagline is

**Rebuilding our communities and our lives.**

Feel free to use this tagline when referring to YouthBuild.

**For more statistics and information about YouthBuild, visit the YouthBuild Web site, [www.YouthBuild.org](http://www.YouthBuild.org).**