



## REVITALIZING THE Y'S BRAND FREQUENTLY ASKED QUESTIONS

*The Y is the nation's leading nonprofit committed to strengthening communities in the areas of youth development, healthy living, and social responsibility.*

### **Why did the Y revitalize its brand?**

The Y has long been a respected nonprofit. Recent research showed, however, that our cause and impact are not fully understood. The Y is changing how we talk about ourselves so that people better understand the benefits of engaging with the Y.

### **Is the Y's mission changing?**

Our mission remains the same - To serve the whole community through programs expressing Judeo-Christian principles that build a healthy spirit, mind and body. We are changing how we talk about ourselves so that people better understand the benefits of engaging with the Y.

### **Is brand revitalization de-emphasizing the Y's Christian heritage?**

The Y was founded on Christian principles and remains committed to this heritage, as evidenced by our mission: To serve the whole community through programs expressing Judeo-Christian principles that build a healthy spirit, mind and body.

### **What is changing?**

An updated, more forward-looking logo replaces the logo that has been a part of our history for years. The revitalized logo, with its multiple color options, reflects the vibrancy of our organization and the diversity of the communities we serve. In addition, moving forward we will be known as "the Y" as that is how people in communities nationwide most commonly refer to us.

### **What does the Y hope to accomplish?**

The Y is committed to strengthening communities-it's what we have been doing for more than 160 years. At the Y, we view participation in our programs and services as a means to a greater end. Therefore, through our rebranding effort, we hope to tell our story more broadly to help more kids reach their potential, help more families and individuals achieve better health outcomes, and encourage everyone to get involved and make their community a better place.

### **Why was the Y logo updated?**

The revitalized logo, with its multiple color options, better reflects the vibrancy of our organization and the diversity of the communities we serve.

### **Is there a difference between the Y and the YMCA?**

The Y is the YMCA. The public calls us the Y, so that is how we refer to our national brand.

### **How does an organization of the Y's size and structure develop and carry out a brand revitalization strategy?**

YMCA of the USA and local associations work together every day to bring vital support and resources to communities. We are using the same approach for the rebranding effort.

### **When was the last time the Y changed its brand or its logo?**

This is the first time the Y has gone through a brand revitalization of this magnitude. The last effort was 43 years ago (1967).

### **Why now?**

As our nation continues to face serious chronic and community issues, we believe the country must invest in its children, its health and its neighbors. Today, across the country, Ys are making a difference in the areas of youth development, healthy living and social responsibility. The new brand will allow us to increase understanding of the impact the nonprofit makes in the community so that more people take advantage of the Y's unique capacity to foster lasting personal and social change.

### **What is the time frame for the Ys to convert to the revitalized brand?**

We estimate that it will take up to five years to fully implement the brand strategy.