

PYM Basic Visual Identity Guide

Effective January 1, 2013

Introduction

Please use the following guidelines when creating PYM printed and electronic documents and materials.

These guidelines apply to all flyers, posters, brochures, booklets, pamphlets, announcements or other published materials that will be distributed to monthly and quarterly meetings, committees, members or the general public. In the following guidelines, all types of PYM printed and electronic documents are referred to as 'materials.'

Basic identity guidelines

1. All PYM programs and materials must be prominently and clearly identified as PYM.

The PYM logo & wordmark must appear on the front of all materials and be sufficiently prominent so that a reader who is unfamiliar with PYM will immediately recognize that it is a PYM document. If your materials have both a front cover and a front page, the PYM logo & wordmark must appear on both.

If your program, activity, service, event, resource, committee, working group, etc. is sponsored by, funded by, organized by, staffed by or otherwise supported by PYM, you must prominently identify PYM in your materials.

2. Use only approved PYM logo & wordmark graphics.

You may obtain Approved PYM logo & wordmark graphics files by contacting the Director of Communications. Approved graphics files are available on the PYM public drive in the Communications folder. See sample graphics below.

- a. **The PYM logo & wordmark** must be located at the top of the front cover and/or front page of all materials, preferably centered or left justified; but never right justified. Do not modify or separate the PYM logo from the PYM wordmark.
- b. The PYM logo & wordmark graphics may be resized to accommodate publication design needs but must always be sufficiently large so that readers can clearly read the wordmark. You may need to adjust the layout of your materials in order to accommodate the visibility requirements of the PYM logo & wordmark. Please keep in mind that electronic documents may be read on a wide variety of devices including those with small screens.

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- c. **The PYM logo** may be used by itself in appropriate circumstances. However, the PYM logo alone may not be used as a substitute for the combined PYM logo & wordmark as outlined above.
- d. There are three approved versions of the PYM logo: color, grey and black. The color logo consists of PYM blue, PYM yellow and white; the grey logo consists of PYM grey and white; the black logo consists of black and white. Do not use other colors for the PYM logo. Do not alter the PYM logo.
- e. The PYM wordmark must be PYM Blue, PYM Grey or black, matching the corresponding PYM logo. Do not change the color or font or otherwise alter the wordmark.

3. Use of the PYM logo & wordmark in conjunction with other organization's logos & wordmarks.

If your program, event or other activity is jointly sponsored by PYM with another organization, the PYM logo & wordmark must be as prominent, or more prominent, than the other organizations' logo & wordmark. The PYM logo & wordmark must appear to the left of and/or above the other organization's logo & wordmark.

Please contact the Director of Communications for additional guidance if you need to use the PYM logo & wordmark in conjunction with another organization.

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A more comprehensive PYM Visual Identity Guide, including sample graphics, will be available in the next few months. Please use this Basic Identity Guide in the meantime. For questions, please contact the Director of Communications.

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PYM Logo & Wordmark Styles



PYM Logo Styles

