



# 2020-2021 YMCA DIGITAL SUMMIT SERIES

Online Trainings

YMCA OF METROPOLITAN DALLAS  
YMCA OF METROPOLITAN FORT WORTH  
ARLINGTON-MANSFIELD AREA YMCA

## OCTOBER – LUCID PRESS

#ydigitalsummit



# 2020-2021 YMCA DIGITAL SUMMIT SERIES

As many are aware, a 2020 YMCA Digital Summit in-person event was planned for March 2020, but was canceled due to COVID-19.

In the spirit of continuing learning, the YMCAs in Dallas, Fort Worth and Arlington are coming together to provide digital trainings that are internally focused called the **YMCA Digital Summit Series**. Our goals are to provide information, training, advanced knowledge and hands-on experiences for staff, executives and volunteers to learn more about social media, digital marketing and more. It is designed to meet people where they are to further enhance skillsets and further advance the cause and mission of the Y.

The trainings will be about once/month leading up to the full **YMCA Digital Summit** being planned for **March 2021** as a virtual conference experience



# 2020-2021 YMCA DIGITAL SUMMIT SERIES



Date	Time	Topic	Speaker(s)	Time
Mon, Aug 31 <sup>st</sup>	2pm	Social Media	La Shae Leonard	30-45min
Mon, Sep 28 <sup>th</sup>	1pm	Media Training	Allyn Media	30-45min
Mon, Oct 26 <sup>th</sup>	1pm	Lucid Press & Branding	David Frederick	30-45min
Mon, Dec 7 <sup>th</sup>	1pm	Storytelling	TBD	30-45min
Jan 2021	TBD	Presentations	TBD	30-45min
Feb 2021	TBD	Photography	TBD	30-45min
Mar 2021	8:30am	2021 DIGITAL SUMMIT	Various	Half-day

Available to all FT/PT Staff (with supervisor approval)



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# YMCA BRANDING GUIDELINES

**Quick overview of our organization's visual identity and brand standards.  
[www.theybrand.org](http://www.theybrand.org)**

**Presenter: La Shae Leonard, Digital Communications Manager**

**If you work for or volunteer at the Y, then this quick brand lesson applies to you.**

# **WHY?**

**Our brand is a guide for how we think, act and communicate.**

**So everything we do impacts our brand.**

# OUR MISSION & IMPACT STATEMENT (DALLAS)

## **YMCA Mission:**

To put Christian values into practice through programs that build healthy spirit, mind and body for all.

## **Impact Statement:**

The Y ensures all people have equitable access to the essentials needed to become thriving members of the community. Daily, the Y bridges and fills individual and community needs as a catalyst for impactful change.

## OUR LOGO

Bold, active and welcoming, our logo adds color and vibrancy to our identity.

When designing, you can choose from five different color combinations, and each has a color family that showcases the diversity of our organization and the communities we serve.

You'll also notice that our logo now reflects our familiar name: the Y.

**WELCOMING**  
**ACTIVE**  
**DIVERSE**  
**VIBRANT**  
**BOLD**



# LOGO – AREAS OF IMPACT

## LOGO VARIATION

Our logo adds vibrancy to our identity. The Y has a masterbrand strategy that mandates the use of a single, stand-alone logo. Below are the **only** acceptable versions of our logo. Make sure to use a variety of logo colors in your Y location, and use the knockout and black versions only when necessary. Logo color should not be assigned to a location, department or program.

The logo is available in full-color, 2-color, white and black on the Brand Resource Center.



## AREAS OF IMPACT

When we do present our areas of impact with our logo, we provide a clear framework around how we strengthen community and where our impact can be seen. When a logo is paired with the areas of impact, the primary color from the logo is applied to the areas of impact. Do not alter these colors for any reason. **Do not use the areas of impact without the logo.** The areas of impact are available in full-color, 2-color, white and black on the Brand Resource Center.



## CLEAR SPACE/AREAS OF IMPACT

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word “the” in the logo. Also shown is the preferred relationship of the logo to the areas of impact: FOR YOUTH DEVELOPMENT aligns with the baseline of “the” in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.

## MINIMUM SIZE

To ensure legibility, the logo must always be **0.25” in height or larger.**





# LOGO & AREA OF IMPACT – PROPER SPACING

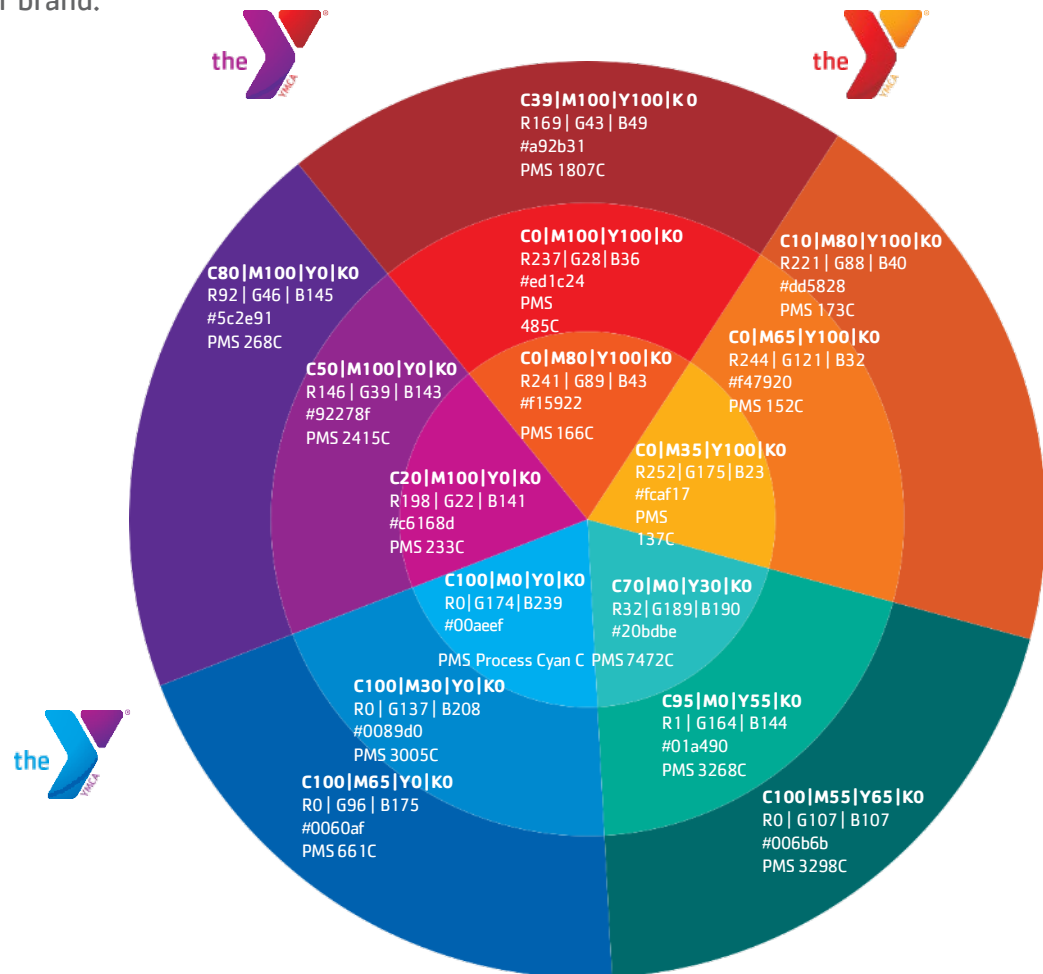


vertical relationship (for use when space is limited)



# COLOR PALETTE

The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we've chosen as part of our brand.



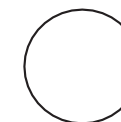
## Gray, black and white



C 0 M 0 Y 0 K 75  
R 99 G 100 B 102  
#636466  
PMS Cool Gray 11 C



C 0 M 0 Y 0 K 100  
R 35 G 31 B 32  
#231f20  
PMS Process Black C



C 0 M 0 Y 0 K 0  
R 0 G 0 B 0  
#0  
PMS Process White

To download color swatches for applications, go to the **Brand Resource Center**

# FONT

## FONT

The welcoming and caring feel of our organization is also found in the “form” of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

### Primary font—Cachet

Cachet is our primary font and must be used for all internal and external materials. It is a sans serif font with an approachable and friendly feel that matches the work we do.

Cachet font may not be altered by shadowing, stretching, outlining or applying any other modifications.

**note:** Cachet does not have an Italic typeface. To call out areas of copy, you can use underline, color, case, scale or weight; bold titles of movies, books and plays; and use quotation marks for titles of articles.

### Download cachet font

The Cachet font is available on the Brand Resource Center on YMCAexchange for Y staff and volunteers only. **vendors and agencies need to purchase their own Cachet font at [www.fonts.com](http://www.fonts.com).** They will need to look up ‘Cachet Complete Family Pack’ and select the True Type version.

### Electronic / system font—verdana

For instances in which our primary font is not available, or for online applications, use our secondary font, Verdana. Examples of applications include Microsoft® Word, Excel and PowerPoint, websites and e-mail.

Verdana is a system font, available on all computers, and communicates the openness of our organization.

**Cachet and verdana are the only two fonts ever to be used for YMCA collateral.**

### Primary font – Cachet Book

Cachet

#### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

#### electronic / system font

Verdana

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&\*

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

### Primary font – Cachet Bold

CACHET

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

*Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*

**Bold Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*



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FOR SOCIAL RESPONSIBILITY

# LUCID PRESS INTRODUCTION WITH HANDS ON TRAINING

Learn to use this online software platform to create marketing collateral  
[www.lucidpress.com](http://www.lucidpress.com)

**Presenter: David Frederick, Chief Marketing & Communications Officer**

# AGENDA

- **What is Lucid Press**
- **Logging In & Overview**
- **Templates**
- **YMCA Templates**
- **Branch Info**
- **Print Production (online)**
- **Review/Approval Process**

# WHAT IS LUCID PRESS

**Lucid Press** is an online design platform with brand management capabilities that provides a centralized resource for Dallas Y Marketing & Communications Templates, graphics, logos, stock photos & fonts. Allows branches to be more self-sufficient with quicker turnaround times on projects

It allows templates have pre-determined customizable areas with automated text features.

It is more powerful than Canva with tools and organizational structure to manage branch assets as well as keep assets separated

Learn more at [www.lucidpress.com](http://www.lucidpress.com)

# BENEFITS

- **Less than the cost of Adobe Creative Cloud**
- **Allows us to create consistency**
- **Provides quicker turnaround on projects**
- **Self-serve with the ability create and execute marketing projects**
- **Branch staff have access to own templates**
- **Commercial printing options available**
- **Serve the association with better quality designs**
- **Allow branches access to better marketing materials**

# LUCID PRESS – LOGIN PAGE



 Lucidpress

[Contact Sales](#)

## Log in

Remember me

[Log in with password](#)

Next

or log in with



Don't have an account? [Sign up free](#)

[www.lucidpress.com](http://www.lucidpress.com)

Or directly

<https://app.lucidpress.com/users/login#/login>









# LUCID PRESS – LOGIN HOME PAGE



**YMCA Dallas**

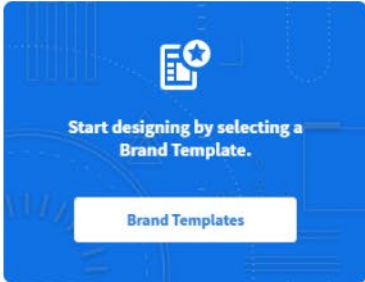
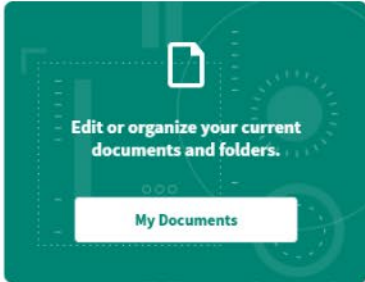
Welcome back, Marketing!

Recent Starred Popular [View All Documents](#)



Frisco Hallowee... Trunk or Treat 2... Halloween Trun... Election - Child... Blank Print Doc...

**What would you like to do?**  
Some of the most common things are editing and organizing current documents or creating a new document from a Brand Template.



**What's New**  
Feature Updates  
Explore exciting new features and recent updates  
[Learn More](#)

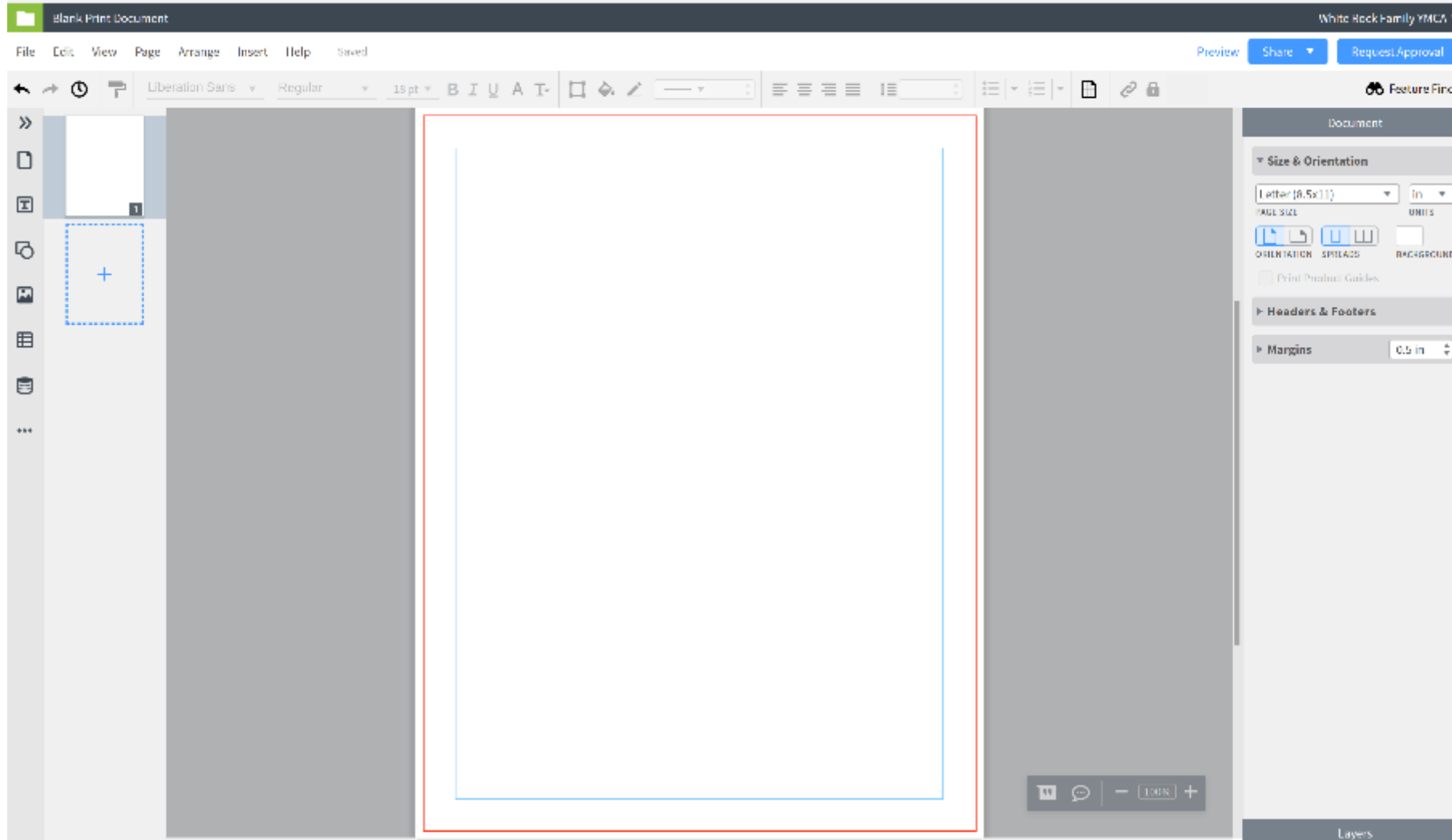
**Helpful Resources**  
Help Center  
Find tips and tools, ask a question, or browse articles  
[Learn More](#)

**Videos**  
Explore our library of videos and tutorials to learn Lucidpress in a visual way  
[Learn More](#)

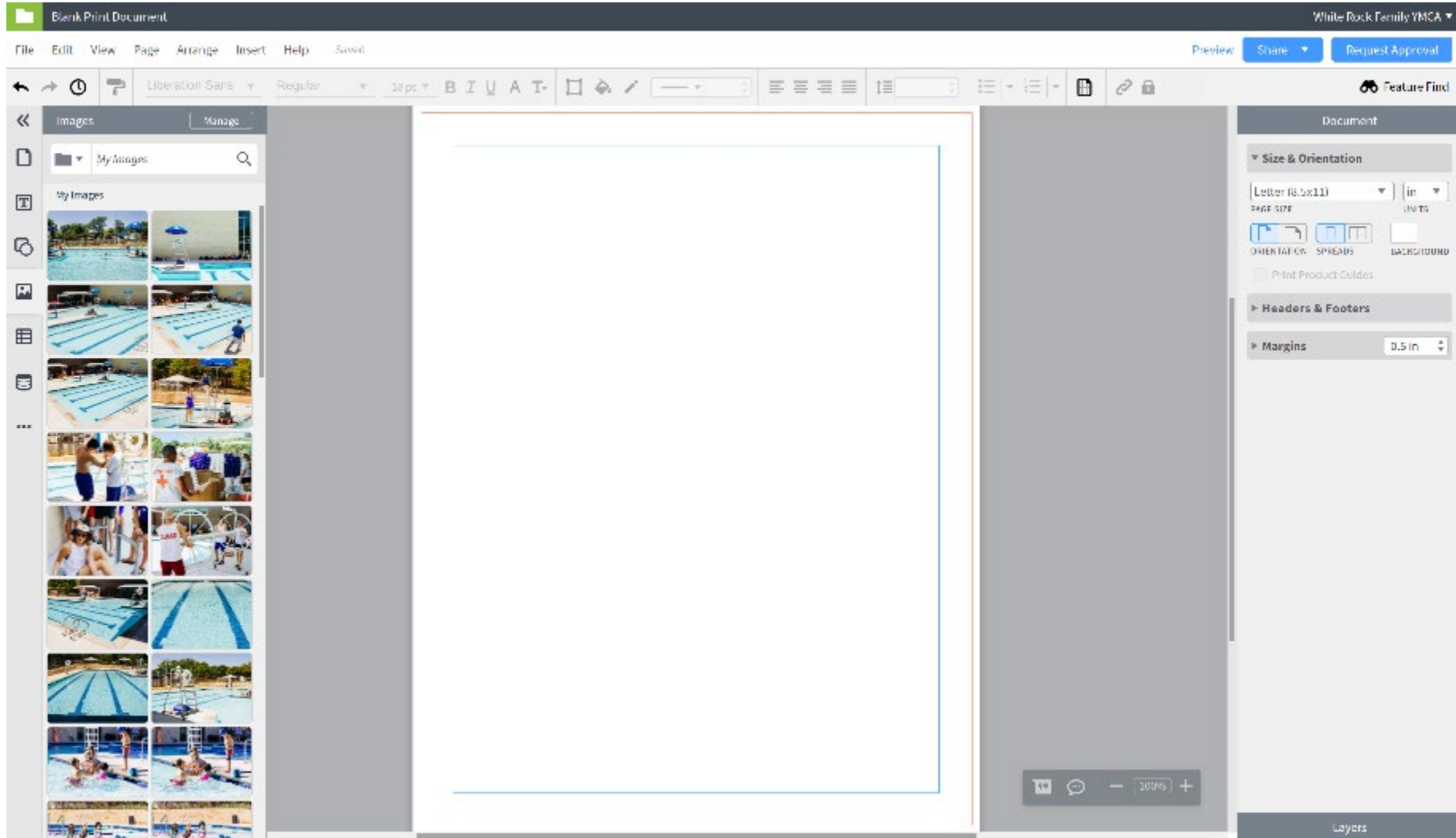
**Courses**  
Learn how to navigate Lucidpress as either a system admin or end-user  
[Learn More](#)

**Webinars**  
Join one of our thought leadership webinars or Lunch & Learn series  
[View Calendar](#)

# NEW DOCUMENT



# ADD IMAGES

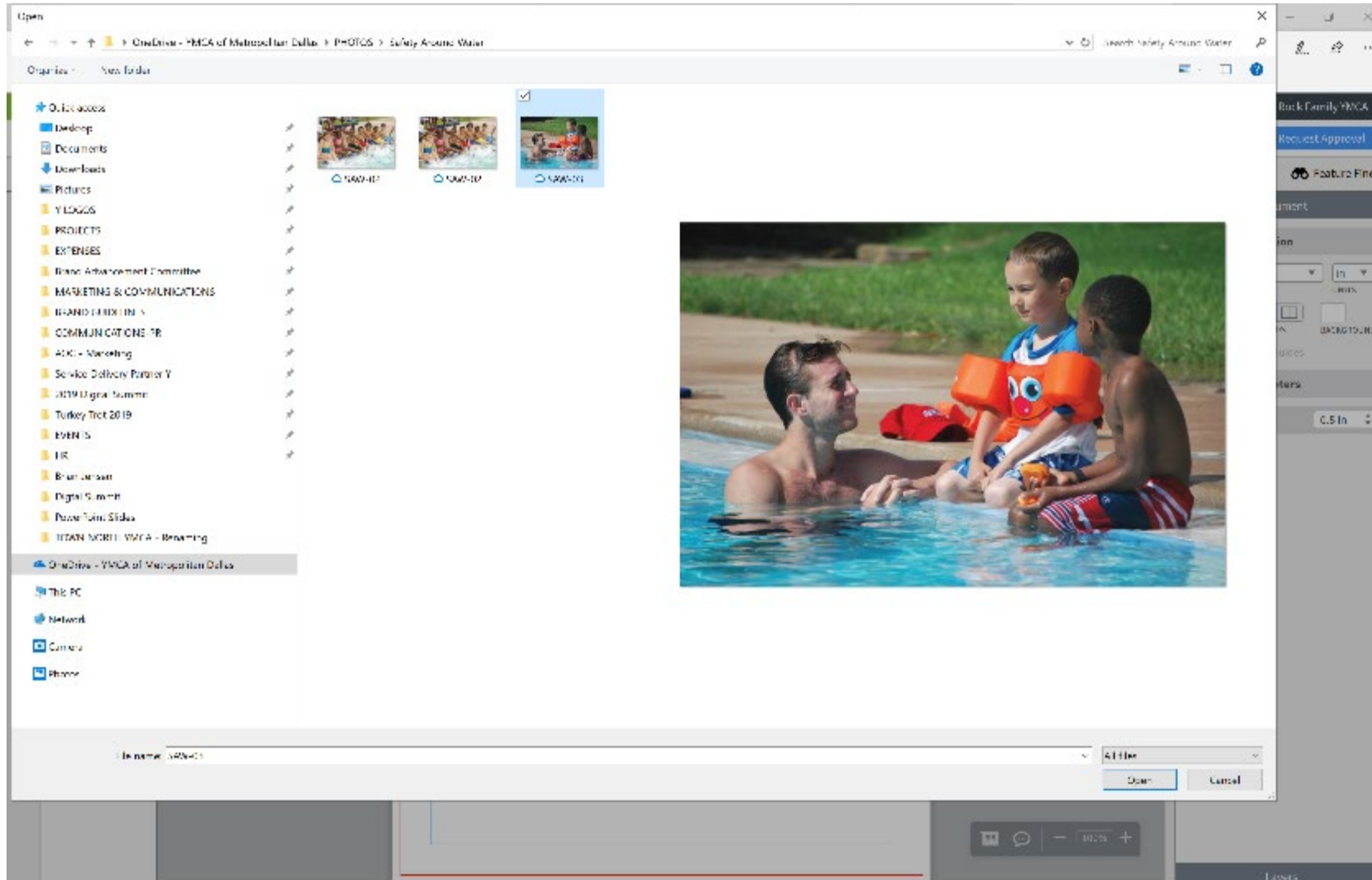


# IMAGES – UPLOAD / IMAGE MANAGER

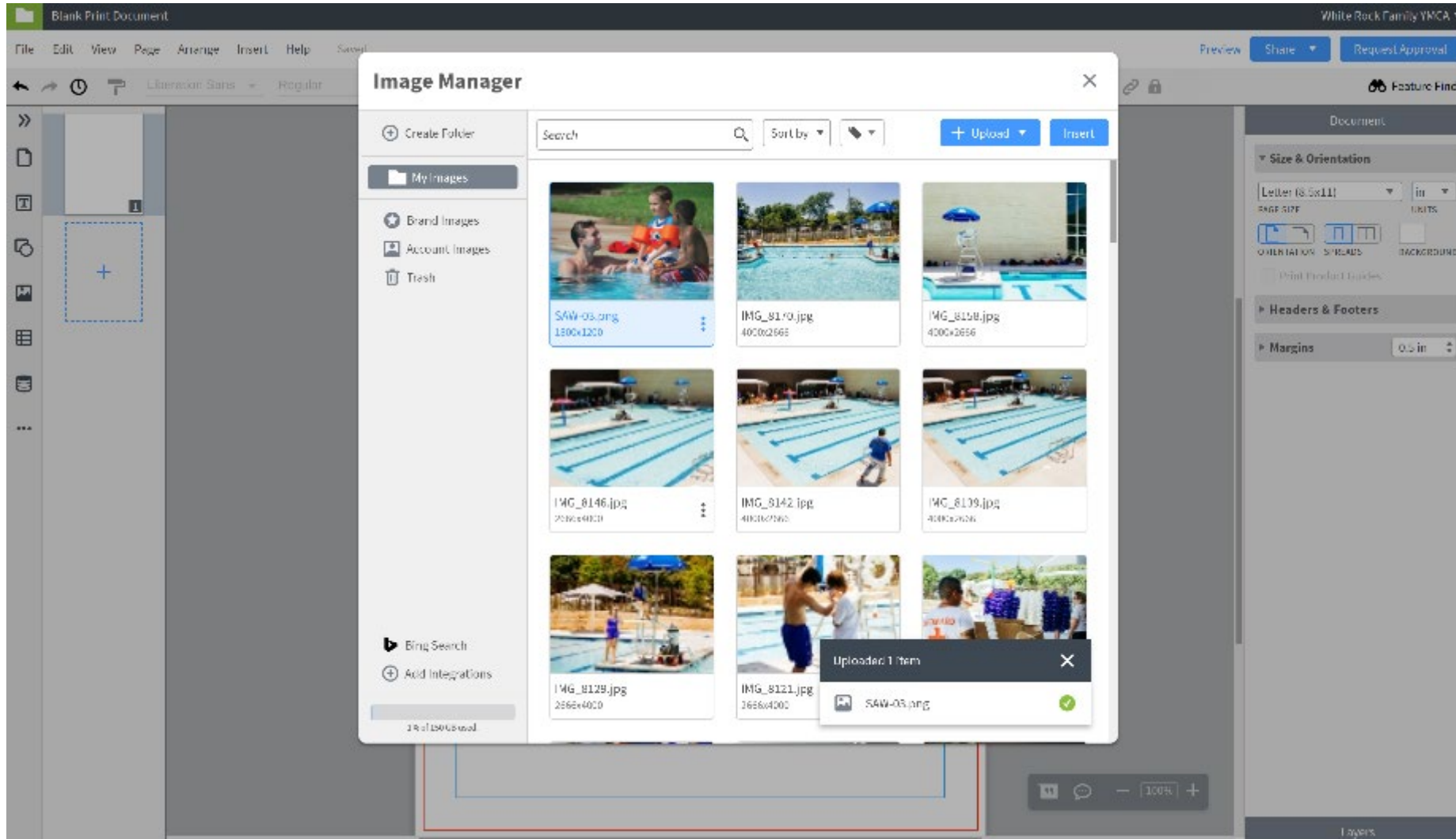


The screenshot displays a software interface for document creation and editing. The main window is titled "Blank Print Document" and features a menu bar with options: File, Edit, Select, View, Page, Arrange, Insert, Help, and Saved. The interface includes a toolbar with various editing tools and a sidebar on the left with a dashed box containing a plus sign, indicating a selection or insertion point. The central focus is an "Image Manager" overlay window. This window has a search bar, a "Sort by" dropdown, and buttons for "+ Upload" and "Insert". It shows a grid of image thumbnails, each with a filename and dimensions. The thumbnails are organized into folders, with "Youth Sports" currently selected. The image manager also includes a sidebar with options like "Create Folder", "Brand Images", "Profile Images", "Trash", "Bing Search", "Unsplash", and "Add Integrations". At the bottom of the image manager, it shows "4% of 150 GB used. Add Storage." The background document editor shows a "Document" panel on the right with settings for "Size & Orientation" (Letter 8.5x11), "Orientation" (Portrait), "Spreads", "Background", "Print Product Guides", "Headers & Footers", "Margins" (0.5 in), and "Document Lock". A "Feature Find" icon is visible in the top right corner of the document editor. At the bottom of the document editor, there is a zoom control set to 101%.

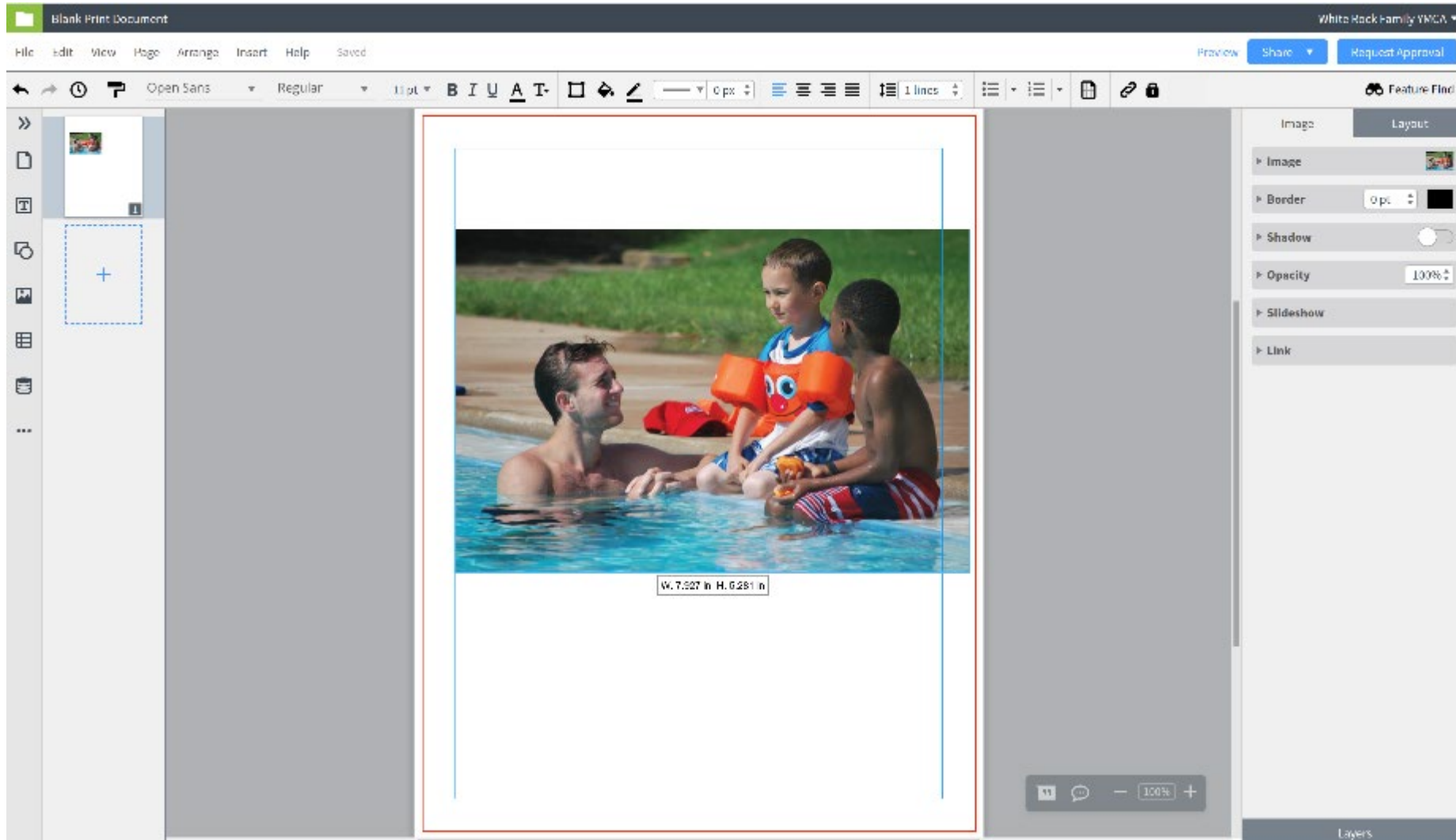
# UPLOAD NEW IMAGES



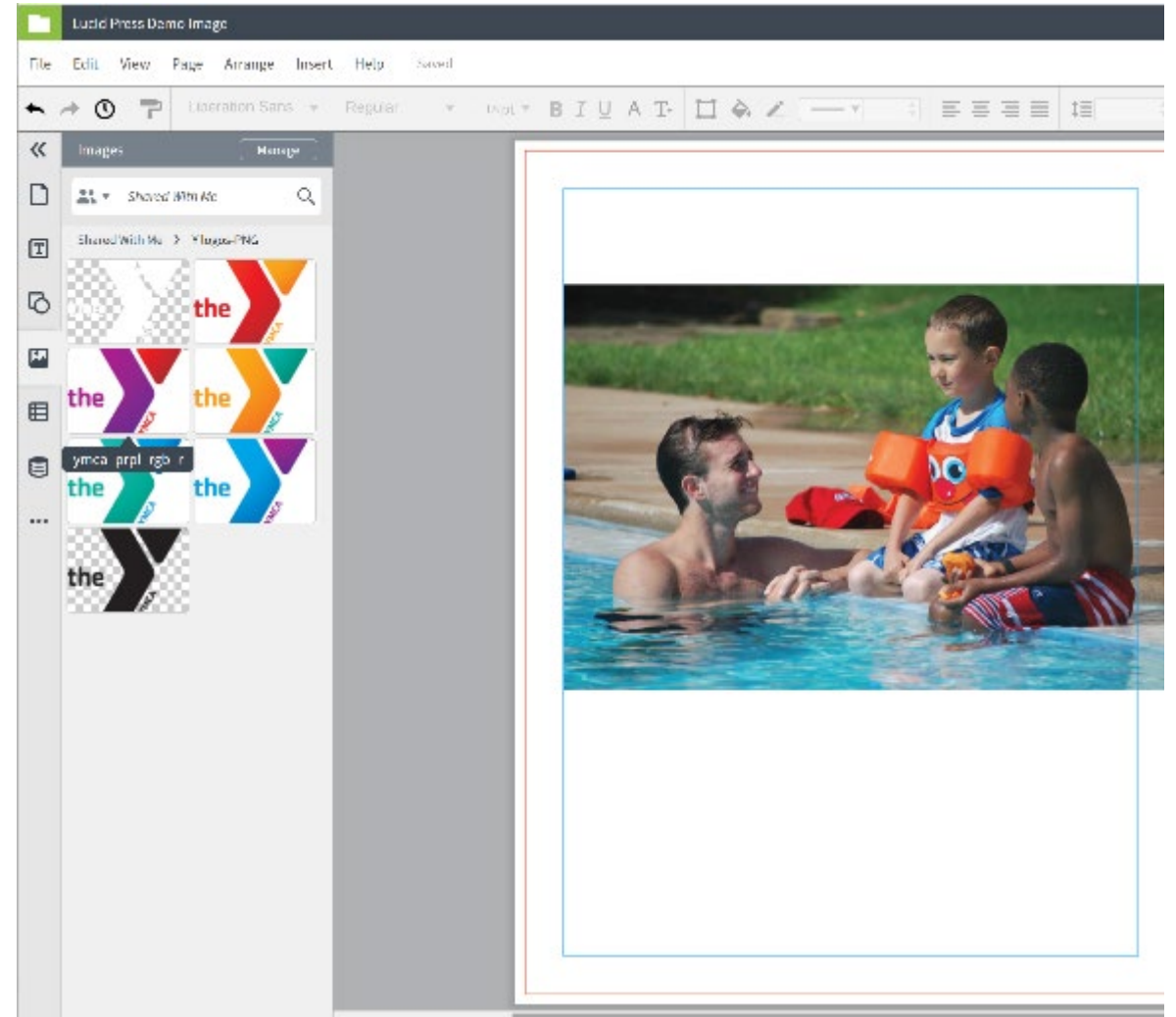
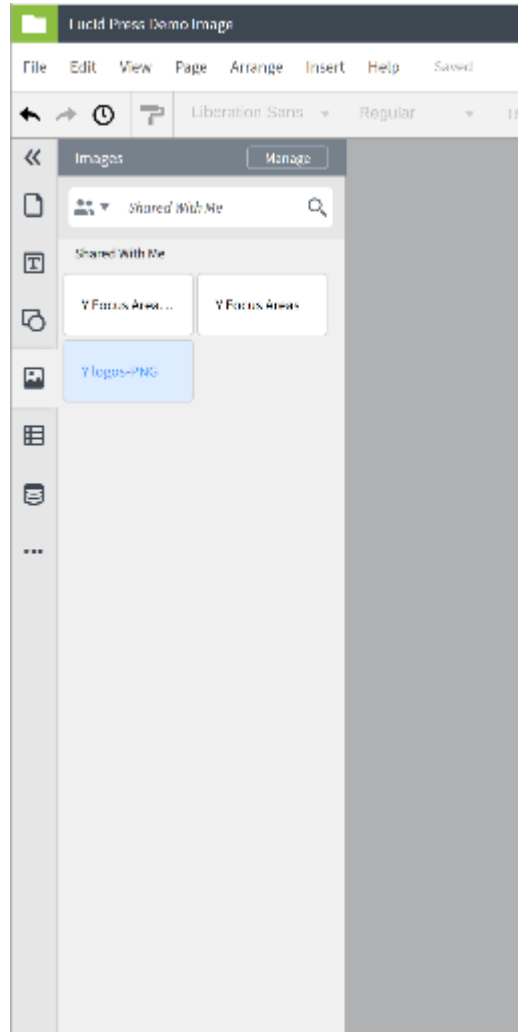
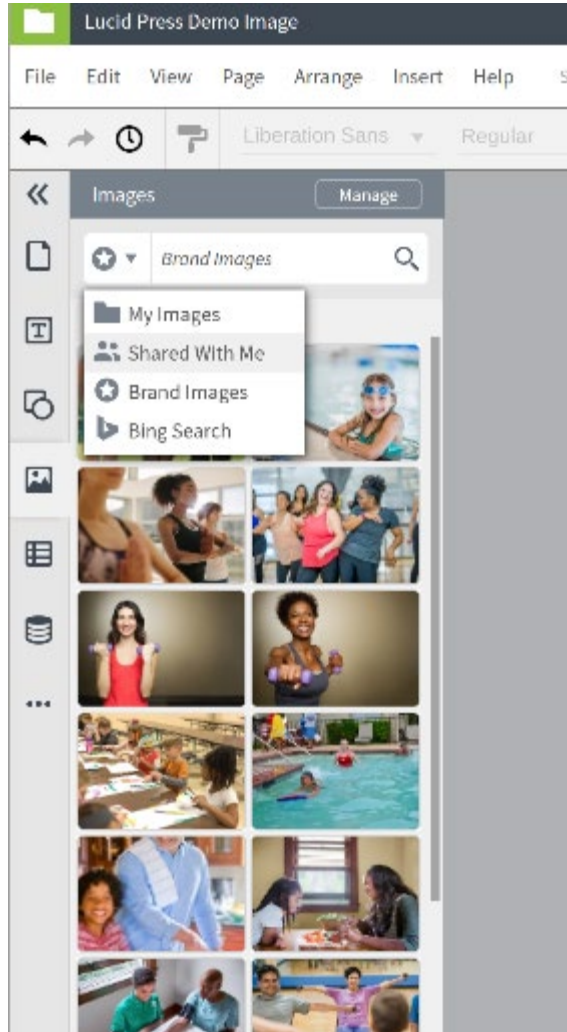
# UPLOAD NEW IMAGES



# RESIZE NEW IMAGES

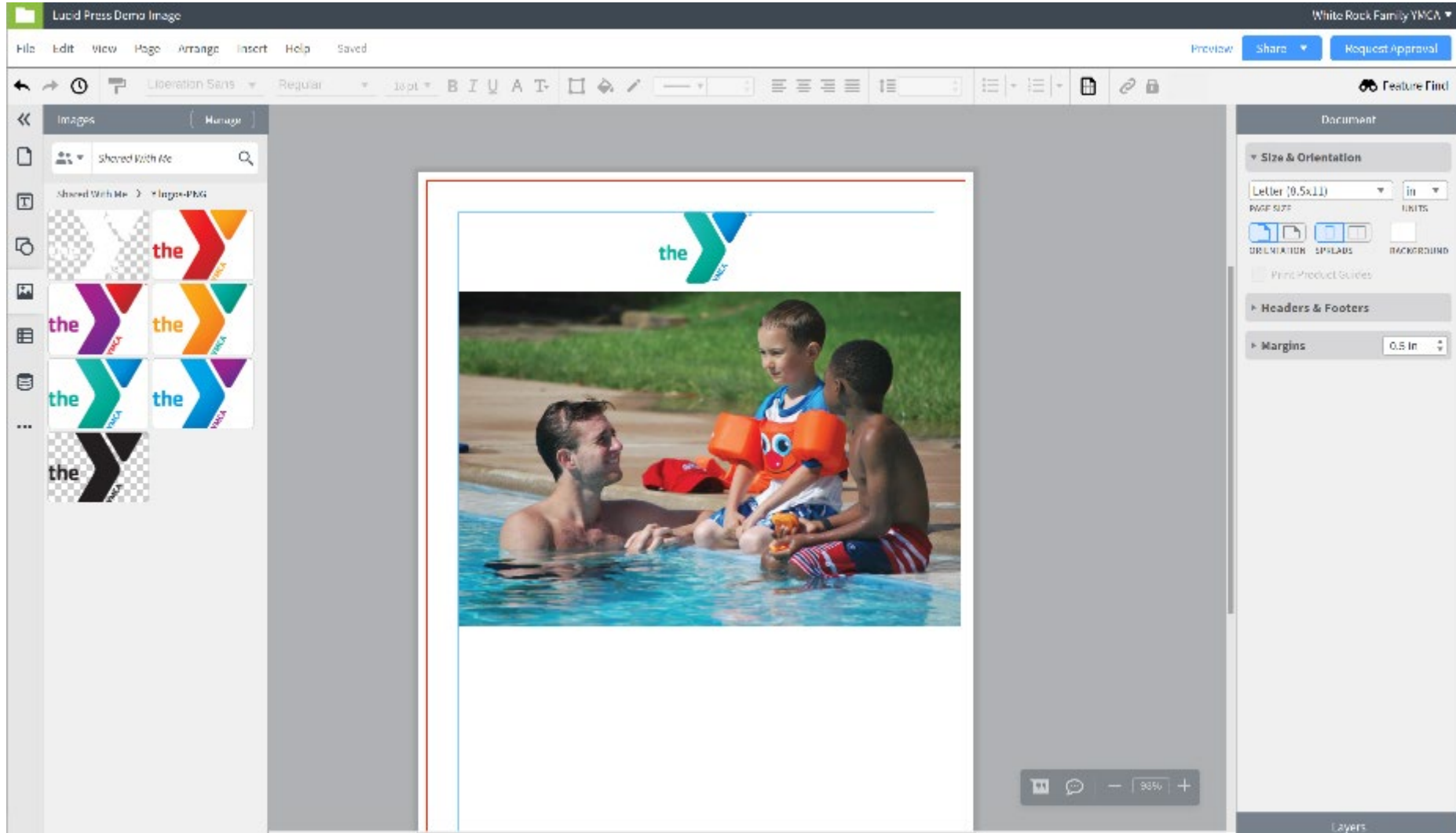


# BRAND IMAGES & LOGOS

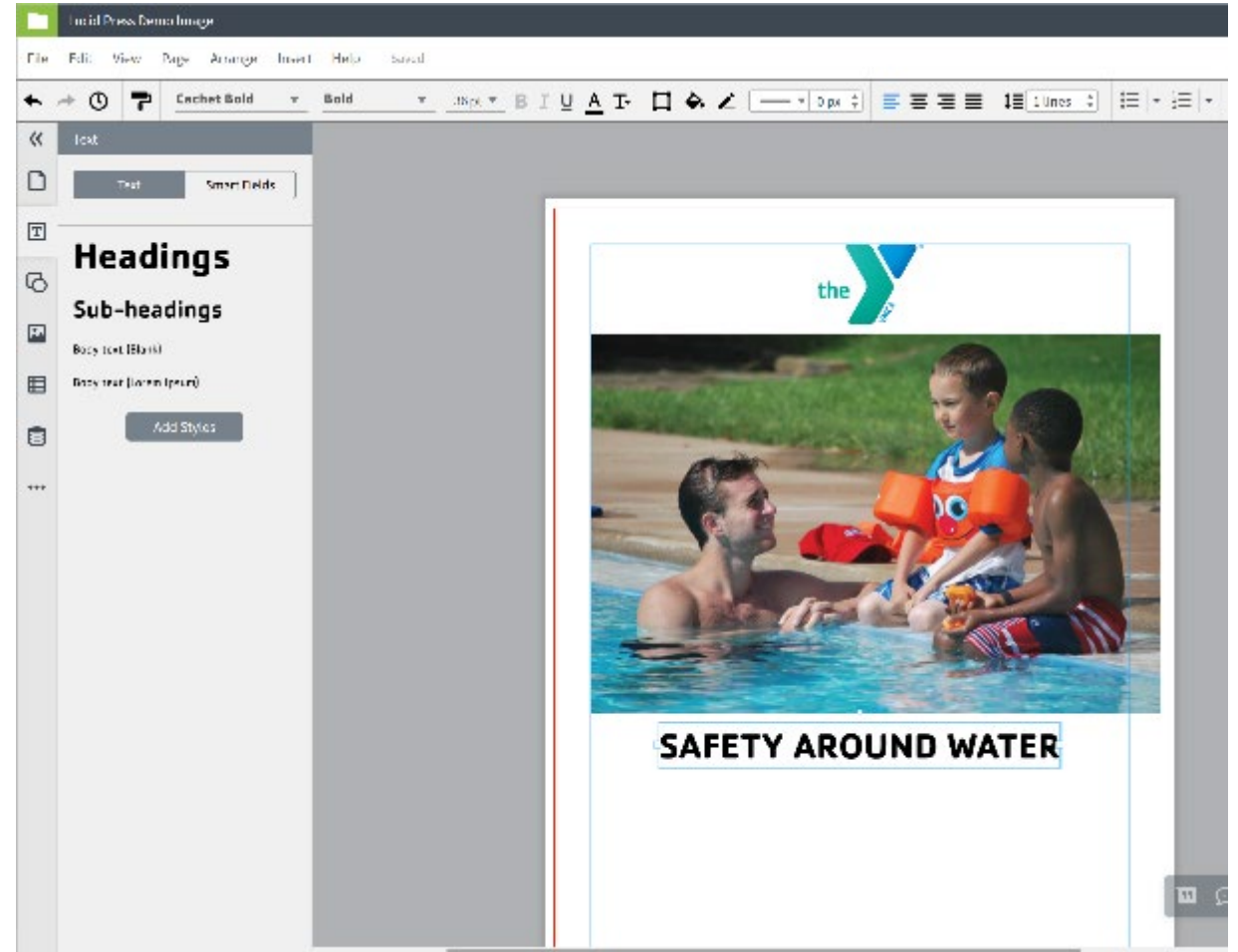
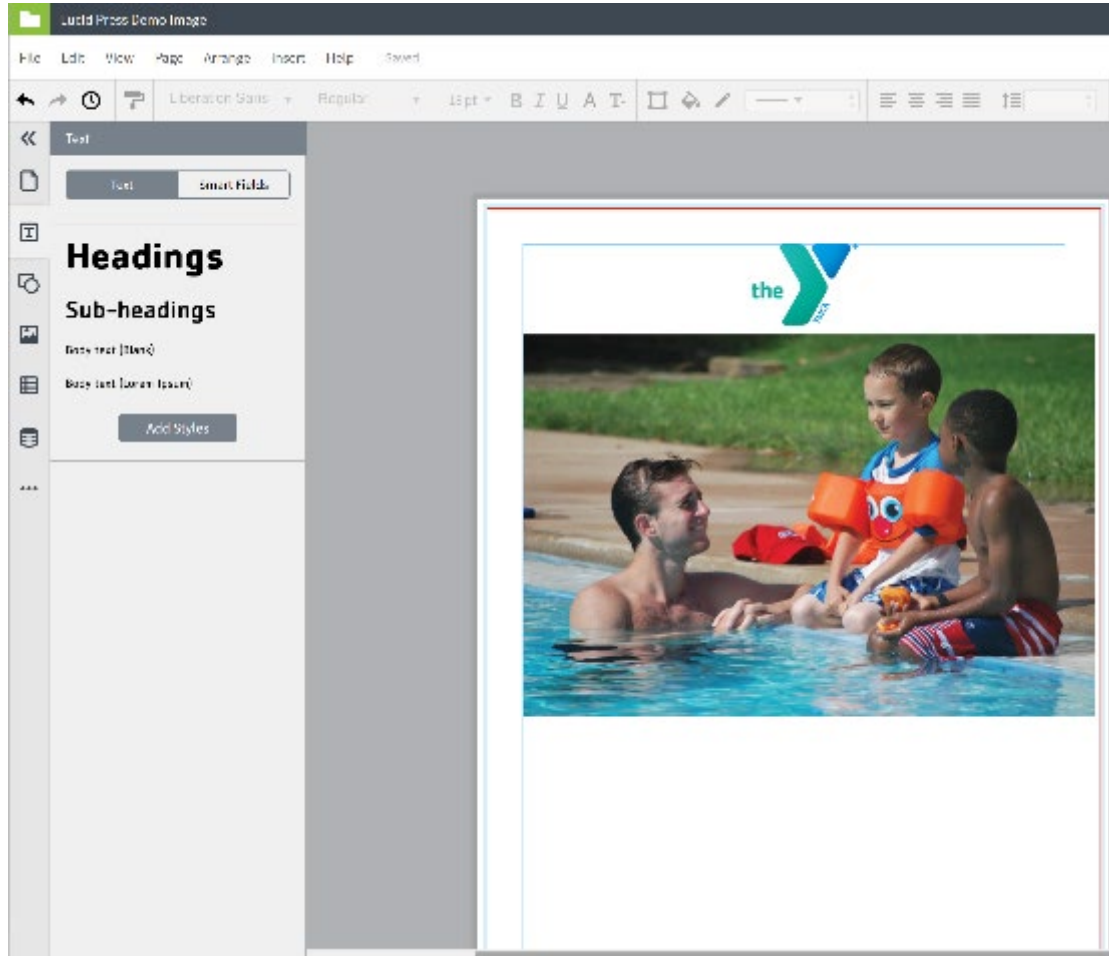




# ADDING A LOGO



# ADD TEXT



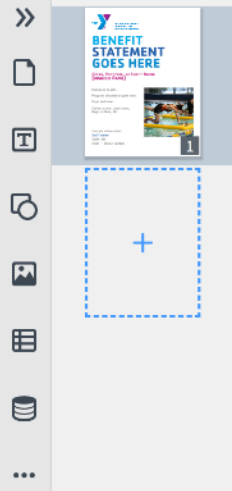
# HOW TO MAKE ROUNDED CORNERS




File Edit View Page Arrange Insert Help Saved

Preview Share Download Order Prints

Open Sans Regular 11pt B I U A T- 0 px 1 lines Feature Find




 **FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# BENEFIT STATEMENT GOES HERE

**Class, Program, or Event Name  
[BRANCH NAME]**

Invitation to join.  
Program description goes here.  
Days and times.  
Call to action: Learn more, Register Now, etc



Contact information:  
**Staff name**  
Staff title  
email | phone number

Image Layout

Image

Border 0 pt

0 in RADIUS

STYLE

Shadow

Opacity 100%

Slideshow

Link

96%

Layers

# HOW TO MAKE ROUNDED CORNERS



Download Order Prints

Feature Find

Image Layout

Image

Border 0 pt

0 in

RADIUS STYLE

Shadow

Opacity 100%

Slideshow

Link



Download Order Prints

Feature Find

Image Layout

Image

Border 0 pt

0.25 in

RADIUS STYLE

Shadow

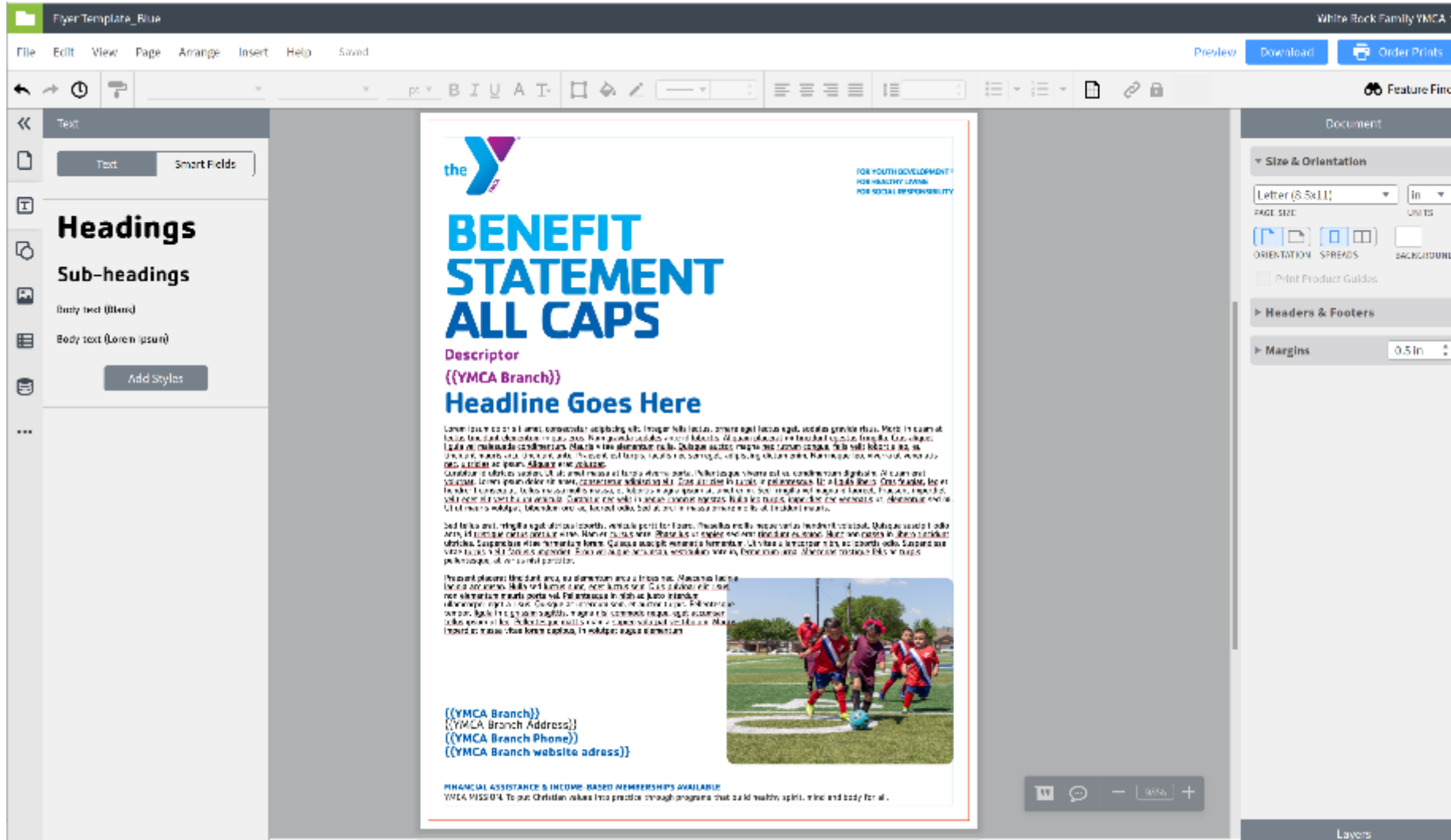
Opacity 100%

Slideshow

Link

1. Click on the image
2. Then go to Border and click up arrow to change radius.
3. This rounds the corners

# PRE-BUILT TEMPLATES



# TEMPLATES – FLYERS THAT CAN BE CUSTOMIZED



Adult Indoor Soccer League Te... Marketing YMCA of Metropolitan Dallas

File Edit View Page Arrange Insert Help Saved Preview Share Download Order Prints

Liberation Sans Regular 18 pt B I U A T

Feature Find

Document

Size & Orientation  
Letter (8.5x11) in  
PAGE SIZE UNITS  
ORIENTATION SPREADS BACKGROUND  
 Print Product Guides

Headers & Footers

Margins 0.5 in

Layers

the **YMCA**  
FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# KICK PLAY COMPETE

Adult Indoor Soccer League  
[BRANCH]

Play and compete in our Adult Indoor Soccer League. Registration is required. For members 18 years and older.

**Days and times.**

Call to action: Learn more, Register Now, etc

Contact information:  
**Staff name**  
Staff title  
email | phone number

# YMCA TEMPLATES - AQUATICS



**My Documents**

Search Documents

New

Work faster with [feature find.](#)

- My Documents
  - Aquatics
  - Human Resources
- TEAM TEMPLATES
  - 2018 SCORECARD
  - Flyers
  - Postcards
  - Signage
  - Youth Sports
- YMCA Templates
  - Aquatics**
  - Arts/Music/Dance
  - Business Cards
  - Camp
  - Exercise
  - Forms
  - Generic Flyers
  - Holiday
  - Member Communic...
  - Other
  - Schedule
  - Social Activities
  - Sports

Recent Documents

Starred Documents

Shared with Me

Trash

STINGRAYS What to Bring to Meets Flyer

Pool Parties Color

Swim Kid Background

Aqua Boot Camp Color

Aqua Boot Camp

Aqua Boot Camp

Aqua Boot Camp

Aqua Boot Camp Color

Pool Parties

# YMCA TEMPLATES - CAMPS



**My Documents**

Search Documents

Work faster with [feature find](#).

- New
- Human Resources
- TEAM TEMPLATES
  - 2018 SCORECARD
  - Flyers
  - Postcards
  - Signage
  - Youth Sports
- YMCA Templates
  - Aquatics
  - Arts/Music/Dance
  - Business Cards
  - Camp**
  - Exercise
    - Group Exercise
  - Forms
  - Generic Flyers
  - Holiday
  - Member Communic...
  - Other
  - Schedule
  - Social Activities
  - Sports
- Recent Documents
- Starred Documents
- Shared with Me
- Trash
- Search Results

Day Camp Touch Card 2019

Spring Break Camp

SummerDayCamp\_5x7Po...

2019\_Los Altos Summer Brochure

HKD\_English\_Flyers.indd

2019-Healthy-Kids-Day-Flyer\_SPA\_.indd

Double Sided Summer Camp Flyer

Brochure YMCA Camp Twin Lakes 2019



# YMCA TEMPLATES – GROUP EXERCISE



**My Documents**

Search Documents

Work faster with [feature find](#).

- New
- My Documents
  - Aquatics
  - Human Resources
- TEAM TEMPLATES
  - 2018 SCORECARD
  - Flyers
  - Postcards
  - Signage
  - Youth Sports
- YMCA Templates
  - Aquatics
  - Arts/Music/Dance
  - Business Cards
  - Camp
  - Exercise
    - Group Exercise**
  - Forms
  - Generic Flyers
  - Holiday
  - Member Communic...
  - Other
  - Schedule
  - Social Activities
  - Sports
- Recent Documents
- Starred Documents
- Shared with Me
- Trash

H.I.I.T

Generic Flyer 2

MX4 Small Group Training

Senior Circuit

Hiking Club

ErgFit Rowing Color

Zumba® Gold

Zumba® Gold Color

Circuit Color

Generic Zumba Flyer

STRONG by Zumba

Zumba® Sentao

Zumba® Toning

Zumba

MIXEDFIT

BRING YOUR BABY!

BUILDING STRENGTH THROUGH VARIETY

BUILDING STRENGTH THROUGH VARIETY

FIT FOR LIFE

BENEFIT STATEMENT GOES HERE

# YMCA TEMPLATES – GENERIC FLYERS



**My Documents**

Search Documents 🔍

Work faster with [feature find](#).

- New
- My Documents
  - Aquatics
  - Human Resources
  - TEAM TEMPLATES
    - 2018 SCORECARD
    - Flyers
    - Postcards
    - Signage
  - Youth Sports
- YMCA Templates
  - Aquatics
  - Arts/Music/Dance
  - Business Cards
  - Camp
  - Exercise
    - Group Exercise
  - Forms
  - Generic Flyers**
  - Holiday
  - Member Communic...
  - Other
  - Schedule
  - Social Activities
  - Sports
- Recent Documents
- Starred Documents
- Shared with Me
- Trash

Generic Flyer Template

Template

Template - Red

Touchcard Template - Purple

Touchcard Template - Blue

Touchcard Template - Red

Touchcard Template - Green

Touchcard Template - Orange

Template-Blue

Template - Purple

Template - Green

Template - Orange

# BRANCH INFORMATION



Lucidpress DOCUMENTS ACCOUNT

User Settings

- Preferences
- Smart Fields
- Google Drive
- Microsoft
- Notifications
- Support Tickets
- Backup/Restore
- Account Storage
- Document Analytics
- Print Order History
- Storage  
2% of 150 GB used.

### User Settings

Any changes you make will apply to your Lucidchart and Lucidpress accounts.

#### Profile Settings

To set up your forum avatar, create a [Gravatar](#) account for irvingymca@ymcadallas.org.

First Name  Forum

Last Name

#### Your Addresses

These addresses can be used to ship ordered prints to multiple locations.

Add Address

#### Account Settings

Username

Email

Current Password  Required to make changes.

DOCUMENTS ACCOUNT

### User Settings

Any changes you make will apply to your Lucidchart and Lucidpress accounts.

#### Profile Settings

To set up your forum avatar, create a [Gravatar](#) account for irvingymca@ymcadallas.org.

First Name

Last Name

#### Your Addresses

These addresses can be used to ship ordered prints to multiple locations.

### Edit Address

#### Shipping Address

Address Nickname   Set as Default

First Name  Last Name

Street Address

Apt Suite Building (optional)

City

State  Zip Code  Country

Phone

# BRANCH INFORMATION



The screenshot displays the Lucidpress user settings interface. On the left, a sidebar menu lists various settings categories: User Settings, Preferences, Smart Fields, Google Drive, Microsoft, Notifications, Support Tickets, Backup/Restore, Account Storage, Document Analytics, Print Order History, and Storage. The 'Smart Fields' option is currently selected and highlighted.

The main content area is titled 'Smart Fields' and includes a 'Save changes' button in the top right corner. Below the title, there is a brief instruction: 'Use Smart Fields to help auto-populate documents.' followed by a help icon. The interface is divided into two columns of input fields:

- Left Column:** First Name (Irving Family), Email (irvingymca@ymcadallas.org), Title, Cell Phone, and Address.
- Right Column:** Last Name (YMCA), Full Name, Company, Work Phone, and Website.

At the bottom of this section, there are two dashed boxes labeled 'Profile Image' and 'Logo', each containing a plus sign icon. Below these is an 'Add Custom Field' button with a plus icon.

Below the Smart Fields section, the 'Account Settings' section is partially visible, showing fields for Username (irvingymca@ymcadallas.org), Email (irvingymca@ymcadallas.org), and Current Password (with a note 'Required to make changes.').

# COMMERCIAL PRINTING - COSTS

## 2 OPTIONS:

### 1. Download high resolution PDF (300dpi)

- a. Request to have printed and cost charged to branch
- b. Send to approved print vendor and pay costs directly

### 2. Print directly through Lucid Press. Prices are pre-determined & set. See prices at:

<https://www.lucidpress.com/pages/print>

Product	Dimensions	Package Size	Price per pack	Options
A-Frame Sign	24x36	1	1+\$22.75	With a stand+\$117.00
Banner	24x60	1	1+\$29.99	With a stand+\$70.00
Banner	24x62	1	1+\$29.99	With a stand+\$70.00
Brochure Bifold	12x11	25	1+\$36.50	Heavy paper, scored for folding\$5.00
Envelopes	9.5x4.125	50	1+\$13.00 5+\$9.50	
Flyer	5.5x8.5	50	1+\$15.99 2+\$13.99 5+\$11.99 10+\$8.99 20+\$6.99	
Flyer	5.5x8.5	50	1+\$17.99	

# QUESTIONS?

**THANK YOU!!!!**